

Elior UK scores 6-year contract with Dundee United Football Club

6 months ago



[Elior UK](#), a leading contract caterer, has been awarded a six-year contract with Dundee United Football Club located at Tannadice Park, Dundee. This agreement with Elior represents the football club's largest ever commercial agreement.

Elior will manage a full range of hospitality services across the stadium, elevating the matchday experience with new menus and efficient service delivery technology. As part of the agreement, Elior will make significant capital investment to improve both front-of-house and back-of-house facilities. The leading contract caterer will also focus on sourcing fresh Scottish produce by partnering with local businesses.

Elior will commence catering at the Club this month ready for summer events and the start of the new football season.

Dundee United is a William Hill Scottish Premiership football club and has been located at Tannadice Park since the club was founded in 1909.

Mark Cunningham, head of commercial at Dundee United Football Club, said: "We're excited to be working with Elior on what is the club's largest-ever commercial agreement. Their expertise in delivering exceptional catering at top venues makes them the ideal partner as we uplevel our matchday experience. From fresh, modern spaces to elevated food and drink offerings, including the return of Tennent's to Tannadice, this collaboration marks a major step forward for the club and our supporters. It's a transformational moment for hospitality at Dundee United."

Craig Stewart, managing director at Elior UK commented: "We are delighted to be embarking on this



exciting partnership with Dundee United. Over the coming weeks and months, we'll be collaborating with the club to develop a number of innovative food offers that will elevate the matchday experience. We're committed to working closely with local suppliers to make the most of Scotland's exceptional produce."

This latest win strengthens Elior's stadia portfolio across Scotland. Other stadia clients include Scottish Gas Murrayfield and Hibernian Football Club in Edinburgh and Rangers FC in Glasgow.