

## Millwall Football Club extends its partnership with Sodexo Live!

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Millwall Football Club has extended its long-standing partnership with [Sodexo Live!](#) as part of a multi-million-pound transformation to its hospitality, conferencing and event services at The Den, elevating the fan experience.

Sodexo Live! is a global leader in hospitality services in the sports and leisure industry and has provided matchday retail catering services to Millwall Football Club since 2012. Now, the partnership is expanding to deliver a comprehensive transformation of The Den's premium spaces, starting this summer with The 1885 Club and Chairman's Suite.

The new contract will see a complete reimagining of the club's hospitality offering, utilising the expertise of Sodexo Live! to help redesign the spaces and packages on offer. Working closely with the club, the new spaces will pay tribute to Millwall's rich history throughout. Sodexo Live! engaged designers to transform the physical spaces, and manage the contractor tender process, and has also been project managing the refurbishment alongside the club.

The Den's hospitality offering will be elevated through the creation of new suites, refreshed conferencing and event packages, an updated menu, and the integration of additional hospitality talent to deliver an enhanced food and beverage experience across the stadium. Sodexo Live! will also create a new suite of marketing collateral which will help to redesign the club's C&E offer to the market.

In developing the new offers at The Den, the Sodexo Live! team will use its experience as culinary and hospitality partner to some of the UK's most well-known and high-profile sports clubs and stadia which includes Fulham FC, Brighton & Hove Albion FC, Newcastle United FC, Nottingham Forest FC and the home

of Scottish football, Hampden Park.

Mark Fairbrother, Managing Director, Millwall FC said: “Our partnership with Sodexo Live! represents much more than a commercial agreement – it’s a strategic decision aligned with our long-term vision for the club.

“Investing in the infrastructure of The Den, improving the quality and variety of food and drink, and enhancing the overall matchday environment are all vital parts of our commitment to delivering a better experience for all supporters.

“In Sodexo Live! we’ve found a partner who shares our ambition to deliver real quality both on and off the pitch. I’d like to personally thank all the staff who played a vital role in bringing this complex project to life – especially those who have worked tirelessly behind the scenes to make it happen. This is a major milestone for the club and an important step forward in creating a stadium experience we can all be proud of.”

Claire Morris, CEO Sodexo Live! UK & Ireland added: “Our team at The Den has proudly delivered retail catering services for Millwall’s supporters for over a decade. This next phase marks an exciting evolution in our partnership—one where we’re not only bringing our hospitality and event catering expertise but also leading the end-to-end transformation of the experience.

“We’ve helped shape the vision and design and are managing delivery. This is about creating something exceptional. Our team at Millwall has done a fantastic job showcasing what’s possible when we bring in our best people, ideas, and proven success from across the industry to reimagine hospitality, conferencing, and events at this iconic South London venue.”

Luke Wilson, Chief Commercial Officer Millwall FC, said “We’re excited to have agreed a new and enhanced relationship with Sodexo Live! alongside a substantial investment into the facilities available at the Den. The renovation of the hospitality spaces in the Barry Kitchener stand will result in a significant modernisation of the space, allowing us to offer a broader range of quality hospitality options on matchdays next season.

“The spaces have also been designed to provide high-quality conference and event facilities during the week to drive non-matchday usage and revenue. This project represents stage one of the improvements, and we are looking forward to working even closer with the team at Sodexo Live! over the coming years on further projects, to enhance the food and beverage options available across the stadium.”