

Aramark UK appointed as Welsh Rugby Union's new Food, Drink and Hospitality partner

2 months ago



Following a competitive process, the WRU has named [Aramark UK](#) as its new food, drink and hospitality partner at Principality Stadium. Aramark UK's proposal brings great food, innovative technology and strong operational expertise to help elevate the fan experience at the stadium and clear sustainability targets for waste, energy and packaging.

The significant multi-million-pound, long-term contract will commence in mid-December, after the Quilter Nations Series and in time for the Guinness Six Nations 2026 and summer concert season.

Leighton Davies, Chief Commercial Officer at the WRU said: "This partnership is a commercial step change for WRU and will include smarter procurement and fan-focused innovation that aligns with our ambition to drive significant revenue growth, which we can invest back into the game of rugby in Wales. Aramark UK delivered an ambitious and compelling proposition, and we look forward to working together in the New Year.

I'd also like to take this opportunity to thank Levy and their staff for their work and dedication over the many years we have worked together."

Helen Milligan-Smith, CEO and President, Aramark UK said: "We're delighted to be appointed as the new food, drink and hospitality partner for the Welsh Rugby Union. At Aramark, we're passionate about creating unforgettable moments that put fans and visitors at the heart of everything we do. We're excited to bring our unique energy and global experience in sport and entertainment to Wales, taking Principality Stadium

to new heights.

“This partnership is built on shared values and a strong commitment to the Welsh community. Together, we look forward to shaping a vibrant future that celebrates the spirit, pride and heritage of Welsh rugby.”

More details will follow after the Quilter Nations Series fixtures.