



A's Partner with Aramark Sports + Entertainment to Redefine Ballpark Hospitality in Las Vegas

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Will Guidara to Bring His "Unreasonable Hospitality" to the Game

LAS VEGAS--(BUSINESS WIRE)--Jul. 31, 2025-- The Athletics today announced a long-term partnership for food and beverage offerings with leading hospitality provider [Aramark Sports + Entertainment](#) (Aramark; NYSE: ARMK) for the team's new ballpark in Las Vegas. As part of the collaboration, Aramark has brought on acclaimed restaurateur and author of the New York Times bestseller, *Unreasonable Hospitality*, Will Guidara, as a strategic partner to help curate the ballpark's culinary and hospitality vision.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250731468073/en/>



"This partnership reflects our belief that great hospitality should be at the heart of the fan experience," said A's President

Marc Badain. "With Aramark's culinary expertise and Will's visionary approach, we're not just building a ballpark, we're creating a destination that captures the creativity and energy of the Las Vegas community."

Aramark, a global leader in food and beverage services, will oversee all aspects of hospitality at the A's new ballpark, from general concessions to premium dining. With decades of experience operating in major league venues, Aramark is recognized for its operational excellence, culinary and hospitality innovation, and ability to deliver high-quality, scalable service tailored to diverse audiences. Its role in this partnership goes beyond day-to-day operations, contributing strategic insight and creative execution to deliver a dynamic, guest-centered experience throughout the venue.

"Our work together with the A's will be evolutionary in sporting event experiences," said Alison Birdwell, President and CEO of Aramark Sports + Entertainment. "What we do in Las Vegas will be the gold standard for the industry moving forward."

As a strategic partner, Will Guidara will help define the ballpark's approach to service and culinary innovation by consulting on the creation of a hospitality brand, advising on food and beverage programming, supporting strategic partnerships, and elevating guest experiences.

"My team and I couldn't be more excited to be partnering with Aramark and the A's on a project that's about so much more than food," said Guidara. "Together, we're bringing intention, creativity, and innovation not just to what we serve- but to how we serve it. From bold ideas to subtle touches, we're dreaming up ways to transform the stadium into a place where hospitality takes the lead, and every moment feels just a little more magical."

Best known for his book *Unreasonable Hospitality*, the former co-owner of the Best Restaurant in the World, and as a Co-Producer on the Emmy Award-winning series "The Bear," Guidara brings heart and creativity into every guest interaction. His radically personal approach to hospitality will bring a fresh perspective to the gameday atmosphere through a customized training program and service philosophy that ensures unforgettable moments for ballpark guests at every visit.

Beyond baseball games, Aramark and Guidara will extend their hospitality approach to all events at the venue, from concerts and community gatherings to private and corporate functions with the goal of delivering consistently memorable experience for every guest, no matter the occasion.

In addition to serving as the concessionaire, Aramark will become a minority owner in the club. This long-term strategic investment deepens the collaboration and underscores a shared commitment to innovation, hospitality, and building an iconic fan destination in Las Vegas.

The A's ballpark is scheduled to open in 2028. For more information, visit athletics.com/vegas.

About Aramark Sports + Entertainment

Aramark Sports + Entertainment serves more than 150 award-winning food and beverage and retail programs in premier professional and collegiate stadiums and arenas along with convention centers, cultural attractions, performance venues, and unique entertainment destinations across North America. The company has received accolades for industry innovations including autonomous markets and dining concepts powered by artificial intelligence and has provided hospitality services at high-profile sporting events like the MLB World Series, MLB at Rickwood Field, NBA All-Star, and Indianapolis 500. Visit Aramark Sports + Entertainment's [website](#) to learn more or connect on [LinkedIn](#) and [X](#).

About Aramark

Aramark (NYSE: ARMK) proudly serves the world's leading educational institutions, Fortune 500 companies, world champion sports teams, prominent healthcare providers, iconic destinations and cultural attractions, and numerous municipalities in 16 countries around the world with food and facilities management. Because of our hospitality culture, our employees strive to do great things for each other, our partners, our communities, and the planet. Learn more at www.aramark.com and connect with us on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).

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