



Las Vegas A's, Will Guidara, and Aramark Sports + Entertainment Reveal Vision for First-of-its-Kind Athletic Club Behind Home Plate of A's New Ballpark

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Acclaimed Restaurateur Guidara to Bring His Award-Winning Hospitality Strategy and Elevated Dining Experience to His First Concept Inside a Professional Sports Venue

All-Inclusive Space for Season Ticket Members to Reimagine Baseball Hospitality with Private Restaurant and Supper Club, Lounge, and Unique Game-Day Experiences

LAS VEGAS--(BUSINESS WIRE)--Mar. 6, 2026-- **The Athletics** (A's), world-renowned restaurateur **Will Guidara**, and **Aramark Sports + Entertainment** (Aramark; NYSE: ARMK) today revealed the vision for the **Athletic Club**: a first-of-its-kind, all-inclusive hospitality experience that will be located directly behind home plate in the A's new Las Vegas ballpark, set to open in 2028. Tickets will go on sale later this month to individuals on the Priority Access List.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260306948964/en/>



The Athletic Club, located directly behind home plate, will feature a private restaurant and supper club, lounge, and unique game-day experiences.

Restaurant in the World, and Co-Producer on the Emmy Award-winning series "The Bear" — and marks the first time he's implementing his pioneering hospitality principles within a professional sports venue.

"What we set out to build here is something a little different — a space built around a simple idea: what if getting to the stadium early became one of the best parts of the night?" said Guidara. "Some of the best moments in life happen around a table. It's where people slow down, share a drink, tell stories, and settle into each other's company. We wanted to bring that spirit into the ballpark and create a place where gathering together is part of the experience, not just a stop along the way to the game.

Every part of the space was designed with intention — the food, the service, the atmosphere, the details you might not notice right away but feel the moment you walk in. At the center of it all is a commitment to thoughtfulness and genuine graciousness. Our hope is that it pushes the conversation forward about how people come together before a game and opens the door to a new kind of ballpark experience — one that begins long before the first pitch."

The *Athletic Club* is designed to be the most exclusive space in the ballpark, with access reserved for A's premium season-ticket members seated behind home plate. Members will enjoy a private restaurant and supper club offering a multi-course, table-service menu, as well as an upscale lounge featuring small plates and a full bar with craft beer, curated wines, and premium cocktails.

Every game will feature personalized, high-touch hospitality delivered by maître d's, sommeliers, and dining concierges who anticipate needs, honor personal preferences, and create memorable moments. The experience has been designed to extend throughout the length of each game, sustaining a vibrant energy with special grab-and-go offerings, in-seat beverage service, surprise culinary moments, and a dramatic signature candy wall.

Diamond Club Joins Lineup of Elevated Premium Spaces

To further amplify the stadium's premium hospitality program, Aramark and Guidara have also developed the *Diamond Club*, an all-inclusive social hub for premium ticket members located adjacent to the *Athletic Club* behind home plate. *Diamond Club* members will enjoy a food and beverage experience featuring Vegas-inspired food stations inclusive of locally curated dishes, chef's specials, and a bold selection of elevated game day favorites.

Aramark Sports + Entertainment President and CEO Alison Birdwell said that Las Vegas inspired their premium approach from the start. "Vegas is a truly one-of-a-kind market, and we set out to introduce an entirely new level of hospitality that matches the energy and spectacle of the city," she said. "We're creating a ballpark environment where service and food redefine the way fans enjoy baseball. Partnering with Will ensures that we deliver a Vegas-worthy experience that creates memories for guests that will last a lifetime."

Ticket Information

The *Athletic Club* and *Diamond Club* will go on sale later this month to those on the Priority Access List. Fans interested in learning more or securing seats must schedule an in-person appointment at the Ballpark Experience Center at UnCommons, with availability offered on a first-come, first-served basis. For more information, visit athletics.com/vegas.

"The Athletic Club is about providing fans with something innovative and unique that exists only in Las Vegas," said A's President Marc Badain. "By partnering with Will and Aramark, we're setting a new standard for baseball hospitality, delivering exceptional food and service in a way that feels right at home in this city."

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](#).

Renderings: [Athletic Club](#) and [Diamond Club](#)

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