



Aramark Sports + Entertainment's Culinary Creativity Takes the Field at Eight MLB Stadiums as Umpires Shout "Play Ball!"

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Aramark's 9-9-9 Challenge is Back with an Expansion Across Multiple Ballparks and Collaboration with Competitive Eating Legend Joey Chestnut

[Joey Chestnut Takes on the Challenge Here](#)

PHILADELPHIA--(BUSINESS WIRE)--Mar. 23, 2026-- As Major League Baseball prepares to welcome fans back for another season of unforgettable moments, [Aramark Sports + Entertainment](#) (Aramark; NYSE: ARMK) is stepping up to the plate with a new lineup of culinary innovations, collectible souvenirs, and fan-driven experiences debuting across eight MLB stadiums nationwide. Designed to capture the energy, flavor, and fun of gameday, these offerings showcase Aramark's continued commitment to elevating the ballpark experience from first pitch to final out.

Among this season's standout offerings is Aramark's popular **9-9-9 Challenge**, now expanded across multiple MLB ballparks. First introduced during the 2025 Philadelphia Phillies postseason at Citizens Bank Park, Aramark's version of the viral 9-9-9 dare — featuring nine mini hot dogs and nine flight-sized beers enjoyed over nine innings — quickly became a fan favorite among guests 21+, generating buzz throughout the stadium and across social media and paving the way for a much bigger presence in 2026.

To celebrate its return, Aramark teamed up with competitive eating legend **Joey Chestnut** to take on its 9-9-9 Challenge, spotlighting the playful spirit that has helped it become a standout gameday offering. Photos of Chestnut doing the challenge can be viewed [here](#).

Available at MLB stadiums across the country while supplies last, Aramark's 9-9-9 Challenge will be available to fans 21+ with valid, government-issued ID and served in custom, team-colored packaging that adds a collectible twist to the experience.

Aramark is also highlighting its culinary creativity this season through new concessions concepts, limited-time activations, and exclusive take-home souvenirs across all eight of its MLB-partner venues. These additions will shape the gameday experience and help set the stage for one of the most highly anticipated MLB events of the year: the 2026 MLB All-Star Game at Citizens Bank Park in Philadelphia on July 15.

"A new season brings a chance to re-energize the fan experience, especially as we prepare for the 2026 MLB All-Star Game in Aramark's hometown of Philadelphia this summer," said Alison Birdwell, President and CEO of Aramark Sports + Entertainment. "With that momentum in mind, our teams set out to create new culinary concepts, reimagined retail experiences, and unique in-venue activations across our portfolio — all with a focus on amplifying what makes baseball so special and creating signature moments that fans will carry long after the final out."

League-Wide Programming

Aramark continues to lead the industry in fan-focused culinary and retail innovation with the return and expansion of several experiential and collectible offerings ([PHOTO LINK](#)):

The 9-9-9 Challenge

Participating venues: **Citi Field** (Willets Point Brewery); **Citizens Bank Park** (Section 128); **Coors Field** (Fanfare, Section 139); **Daikin Park** (Crawford Dogs, Sections 109, 418); **Kauffman Stadium** (Double Dip Hoagies, Section 247); and **Oracle Park** (Doggie Diner, Scoreboard Plaza).

Collectible Souvenirs Across MLB Venues

- **Beer Bat:** Perfect for beer, cocktails, frozen drinks, and non-alcoholic beverages. Available at Citi Field, Citizens Bank Park, Coors Field, Kauffman Stadium, Oracle Park, and PNC Park.
- **Cooler Cup:** Available at Citizens Bank Park, Coors Field, Fenway Park, Kauffman Stadium (mid-season), and Oracle Park (May).
- **Fast Ball Souvenir Cup:** Available at Citi Field, Kauffman Stadium, Oracle Park, and PNC Park.
- **Popcorn Bat:** 98-ounce team-branded souvenir vessel with attached lid and embossed wood-grain texture. Available at Coors Field, Kauffman Stadium, and Oracle Park.

Outlined below is an overview of new Aramark offerings across each MLB ballpark.

Ballpark Highlights – New Menu Items

Citi Field (New York Mets), the three-time winner of Best Baseball Stadium Food in the MLB by USA Today's 10BEST Readers' Choice Awards, introduces locally inspired creations and debuts Aramark's first proprietary cotton candy brand, Spun. ([PHOTO LINK](#))

- **Adam Richman's Burger Hall of Fame - Adam's Classic - Home Run Style:** One, two, three, or four Pat LaFrieda burger patties, melted American cheese, shredded lettuce, sliced tomatoes and white onions, bread & butter pickles, Adam's sweet sauce, served on a Martin's potato roll (Section 105)
- **Apple Pie Liège Waffles:** Liège waffles fried in funnel cake batter and topped with apple pie compote, caramel sauce, and powdered sugar (Willets Point Brewery)

- **Amazin' Deli Chopped Italian Sausage:** Premio Italian sausage, chopped braised peppers and onions, provolone and mozzarella Blend, pesto aioli, and giardiniera on a hoagie (Sections 139, 414, and the Clover Home Plate Club)
- **Mr. Met Chocolate Whoopie Pie:** Available throughout the ballpark
- **Spun:** Aramark's first proprietary cotton candy brand, featuring freshly spun cotton candy and fresh-squeezed lemonade (Section 103)

Citizens Bank Park (Philadelphia Phillies) Introduces New Food Offerings Ahead of the 2026 Season and MLB All-Star Game ([PHOTO LINK](#))

As Citizens Bank Park prepares for the 2026 season and this summer's MLB All-Star Game, the Phillies are introducing several new food offerings throughout the ballpark. Several player-inspired menu items will also support charitable causes, with a portion of proceeds benefiting foundations and community initiatives led by Phillies players.

- **1883 Burger Co Smash Burger:** A reinvented ode to the Phillies inception, now composed of two Pat LaFrieda signature blend patties, American cheese, Grillo's® Pickles, and sweet heat sauce on a Liscio's Bakery potato roll (Sections 109, 207, 323)
- **Freddy's Frozen Custard & Steakburger s:** Joining the lineup behind home plate on the main concourse, this fan-favorite is known for its steakburgers, shoestring fries, and freshly churned frozen custard (Section 126)
- **Hatfield Phootlong Dog:** A jumbo-version of the classic Phillies Frank, served on a Liscio's Bakery potato roll (Sections 114, 129, 314)
- **LaScala's Fire:** The LaScala's Fire Restaurant Group, led by South Philadelphia native Rob LaScala, will add another well-known local brand to the ballpark experience. (Philadelphia Insurance Club)
- **Sánchez Sliders:** Crafted in partnership with Cristopher Sánchez, this duo of hot chicken sliders features honey-stung tenders tossed in a house-made hot spice blend and served on potato rolls with Grillo's Pickles, garlic aioli, and Mike's Hot Honey®. A portion of proceeds from each order benefits Clinica de Familia, a non-profit community healthcare clinic in Sánchez's hometown of La Romana (Coca-Cola Corner)
- **Schwarbomb Sundae:** A shareable-sized sundae worthy of a Kyle Schwarber moonshot featuring Richman's® soft-serve topped with a funnel-cake fried strawberry Uncrustable, fresh strawberry sauce and fruity cereal pieces, served in a 2026 MLB All-Star Game batting helmet. A portion of proceeds benefits Schwarber's Neighborhood Heroes (Coca-Cola Corner)
- **The Sweeper:** In partnership with Jesus Luzardo, this specialty steak will be available only when he takes the mound. Ribeye steak gets smothered in pizza sauce and topped with provolone cheese and pepperoni. A portion of the proceeds will be donated to The Luzardo Family Foundation (Campo's – Ashburn Alley)

Coors Field (Colorado Rockies) Debuts Global Flavors and New Dining Concepts ([PHOTO LINK](#))

- **Boozy Ice Cream:** Served in a mini helmet and available to fans 21+ with valid, government-issued ID (Section 306)
- **Dubai Cinnamon Roll:** Cinnamon roll topped with chocolate, vanilla ice cream, pistachios, caramel puff cereal, and kataifi (Section 115)
- **Glizzilla:** Two-foot, one-pound hot dog designed for sharing (Fanfare, Section 157)
- **Pizza Donuts:** Two donuts served together (Section 109)
- **Taco Momalona:** Brisket, Chihuahua cheese, shredded cabbage, pork belly, gold BBQ sauce, Hot Cheetos, avocado, and avocado crema (SandLot Brewery)
- **Wit Love:** Aramark's first proprietary cheesesteak brand, featuring a variety of sandwiches with premium ribeye, caramelized onions, and melted cheese served on a fresh roll (Section 134)

Daikin Park (Houston Astros) Introduces Texas-Inspired Flavors and New Culinary Concepts ([PHOTO LINK](#))

- **Banh Mi Dog:** Footlong hot dog with daikon radish slaw, diced bacon, chopped cilantro, and sriracha aioli (Sections 113, 129, 155, 213, 416, 427)
- **Boomin Onion:** Super colossal fried onion with Boom Boom Sauce or ranch dressing, with specialty variations including the H-Town Hot Boomin Onion (popcorn chicken, hot honey aioli, H-Town hot sauce) and BBQ Pork Burnt End Boomin Onion (pork burnt ends, queso blanco, pickled red onions, BBQ sauce, BBQ aioli). (Atrium, Section 106)
- **Brisket Donuts:** Two fried brisket "donuts" with BBQ sauce and homemade mac & cheese (Sections 134, 409)
- **Buffalo Chicken Pizza:** Sliced breaded chicken tenders, tangy Boom Boom Sauce, whole milk mozzarella, ranch dressing, and buffalo sauce (Crust City Pizza, Sections 116, 153, 411, 429)
- **Crawlache:** Puff pastry wrapped Slovacsek's Pepperjack Sausage on a stick, honey mustard (Sections 113, 427)

Daikin Park will also debut a newly renovated Phillips 66 Diamond Club with an open kitchen concept allowing for a premium culinary showcase throughout the season.

Kauffman Stadium (Kansas City Royals) Rolls Out Midwest-Inspired Creations and Elevated Premium Craftsmanship ([PHOTO LINK](#))

- **Beef Short Rib Corn Dog:** Beef short rib with buttermilk cornbread coating, parmesan breadcrumbs, beef demi-glace, and truffle mac & cheese (Hey Batter Batter, Section 239)
- **Beef Wellington Hot Dog:** Footlong hot dog topped with prosciutto, minced mushrooms, chipotle ketchup, and yellow

mustard inside puff pastry (Hey Batter Batter, Section 239)

- **Chicken and Waffle Cone:** Boneless chicken wings in a thin homemade waffle cone (Rivals)

Fenway Park (Boston Red Sox) Blends New England Classics with Inventive Twists ([PHOTO LINK](#))

- **Lobstah Poutine:** Crispy Cavendish Farms® fries, Luke's Lobster® meat, clam chowder, and crispy bacon (C7 – Homeplate First Level, LC2 – Big Concourse, Angry Orchard Terrace – Second Level, Sam's Deck Concessions – Fourth Level)
- **Mini Empanadas:** Choice of beef or chicken, corn shell, and salsa rosada (Stand 1)
- **Surf & Turf Dog:** Kobe beef hot dog topped with Luke's Lobster meat, crispy Savor's bacon, chives, and butter on toasted brioche bun (All Clubs)
- **Spicy Cabot Grilled Cheese:** Vermont sharp cheddar and mango-habanero salsa on thick cut sourdough bread (Jersey Street)

Oracle Park (San Francisco Giants) Expands Its Culinary Footprint with Bay Area-Inspired Flavors ([PHOTO LINK](#))

- **Char Siu Dog:** Footlong dog, char siu sauce, Kewpie mayo, fried onions, green onion (Sections 125, 133, 307)
- **Birria Loaded Grilled Cheese:** Sourdough griddled in birria consommé, stuffed with braised birria and melted Mexican cheese, topped with pickled red onions and cilantro (Scoreboard Plaza)
- **Pacific Eats:** New location in Section 127 featuring banh mi sandwiches and rice bowls inspired by Bay Area flavors:
 - **Banh Mi Sandwich:** Choice of protein (tofu, chicken, or bulgogi beef) on a toasted roll with crisp pickled vegetables, creamy Kewpie mayo, and fresh cilantro. This Vietnamese street-food classic brings sweet, savory, and tangy flavors together in every bite
 - **Rice Bowls:** Seasoned rice with crisp pickled daikon and shredded carrots, finished with your choice of bold Asian-inspired protein (tofu, chicken, or bulgogi beef) and signature sauces
- **Peruchín Sandwich:** Jerk chicken, plantain and red cabbage slaw, mango salsa, lime-cilantro dressing, Dutch Crunch roll (Scoreboard Plaza)

Oracle Park will also host several theme nights throughout the season, each featuring limited-time food and beverage offerings.

PNC Park (Pittsburgh Pirates) Unveils Fan-Driven Culinary Innovations ([PHOTO LINK](#))

- **Boricua Dog:** Specialty hot dog offering with sofrito beef, Smallman Street Deli kraut, yellow mustard, American cheese, ketchup, braised onion, potato sticks, served on a roll (Section 135)
- **Coop Puppy:** Sweet tea-brined chicken, toasted roll, ketchup, braised onion, ranch, shredded lettuce (Section 144)
- **Heavy Hitter Dog:** Footlong hot dog with cornbread coating, yellow mustard, and pico de gallo, served in a special baseball bat boat (Section 146)
- **Nutella Beignets:** Topped with caramel and whipped cream (Sections 144, 146)
- **Smoked Turkey Leg with Mac & Cheese:** Smoked turkey leg with a side of smoked gouda mac and cheese, BBQ sauce, and slaw (Section 140)

The fan-favorite Treasure Map returns for 2026 with an updated design and new hidden features for guests to explore. PNC Park will also introduce two additional Tenders, Love, and Chicken locations, an Aramark proprietary chicken tender brand.

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](#).

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