



Aramark Expands NCAA Presence through New Partnerships with Florida State University and Texas State University Ahead of 2026 Season

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Growth Across NCAA Athletics Highlights Aramark's Integrated Approach to Game-Day Hospitality, Culinary Innovation, and Student-Athlete Nutrition

PHILADELPHIA--(BUSINESS WIRE)--Aug. 20, 2026-- As the 2026 NCAA season opens, Aramark has widened its collegiate footprint through new partnerships with Florida State University and Texas State University.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260820073341/en/>



As the 2026 NCAA season opens, Aramark has widened its collegiate footprint through new partnerships with Florida State University and Texas State University. Through an integrated approach that brings together the strengths of Aramark Sports + Entertainment and Aramark Collegiate Hospitality, Aramark is customizing programs that are transforming the game-day experience, campus dining, and performance nutrition to create a more dynamic and connected university experience for students, fans, and athletes.

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Elevating the Seminole Fan Experience

Through an expanded partnership with Florida State University, a member of the Atlantic Coast Conference (ACC), Aramark will be the foodservice provider for Florida State Athletics, providing game-day hospitality services across 13 competition venues and overseeing culinary operations in student-athlete dining facilities.

"We're seeing strong momentum across our collegiate athletics business as universities look for partners who can deliver both exceptional game-day experiences and operational expertise to bring those experiences to life at scale," said Alison Birdwell, President and CEO of Aramark Sports + Entertainment. "Our expanded partnership with Florida State University gives us an opportunity to build on our experience while creating programs that are tailored to the needs and traditions of the Seminole community."

By bringing together the expertise of Aramark Sports + Entertainment and Aramark Collegiate Hospitality, the partnership creates a connected approach to fan engagement, premium hospitality, campus dining, and student-athlete nutrition. The Seminoles welcomed nearly 900,000 fans to home events last year, underscoring both the scale of Florida State Athletics and the opportunity to deliver a consistent experience for fans and student-athletes alike.

"Partnering with Aramark allows us to provide a consistent, high-quality food and hospitality experience across all our athletics facilities," said Michael Alford, Florida State's Vice President and Director of Athletics. "Whether we are serving fans on game day or providing daily nutrition for our student-athletes, this partnership gives us an opportunity to maintain an excellent standard of service while creating a distinctive Florida State experience."

Strengthening the Future of Bobcat Athletics

At Texas State University, which recently joined the Pac-12 Conference, Aramark is supporting enhancements designed to broaden both the Bobcat fan experience and student-athlete performance. Improvements at University Federal Credit Union (UFCU) Stadium and the University Events Center include refreshed concession concepts, elevated food and beverage offerings, and technology-enabled solutions such as Scan-and-Go locations designed to streamline transactions and reduce wait times.

Beyond game day, Texas State University will leverage Eat to Excel™, Aramark Collegiate Hospitality's performance nutrition program developed by registered dietitians and culinary experts. Through customized meals, nutrition education, fueling stations, and access to a dedicated sports dietitian, student-athletes will have greater access to the resources needed to excel both on and off the field. Shared dining experiences will also help foster team connection and reinforce a culture centered on performance and success.

"Our partnership with Texas State University is a great example of what we do differently. We bring together deep expertise across campus dining, game day, and student-athlete nutrition into one seamless and supportive partnership," said Barbara Flanagan, President and CEO of Aramark Collegiate Hospitality. "Our teams come together to build something really unique for each university we serve."

"We are incredibly excited to partner with Aramark as we continue enhancing every aspect of the Bobcat experience," said Jeremy Stolfa, Associate Athletics Director for Facilities and Operations. "From the moment fans arrive at our venues, we want them to experience first-class hospitality and exceptional service. This partnership allows us to elevate our food and beverage offerings, strengthen game-day operations, and expand hospitality opportunities, while also providing our student-athletes with the nutrition resources they need to perform at their highest level."

Overall, Aramark serves approximately 300 colleges and universities nationwide, with partnerships across 47 NCAA athletic departments representing more than 20 conferences, among them the ACC, Pac-12, SEC, Big Ten, and Big 12. These partnerships include nationally recognized institutions such as Louisiana State University (LSU), University of Georgia, Clemson University, University of North Carolina, University of Tennessee, Tulane University, and James Madison University, among many others.

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](#), and [Instagram](#).

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Media Contacts

Aramark Sports + Entertainment: Madeline Airey (airey-madeline@aramark.com)

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