



Aramark Sports + Entertainment Kicks Off 2026 NFL Season Across Eight NFL Stadiums With New Menu Items, Enhanced Premium Experiences, and Local Partnerships

September 9, 2026 at 7:30 AM EDT

Aramark and Pittsburgh Steelers Unveil 1933 Club Presented by Heinz at Acrisure Stadium Honoring the Franchise's Founding Year

Cincinnati Bengals and Aramark Elevate Premium Hospitality at Paycor Stadium with Fully Renovated Suites for the 2026 Season

[PHOTOS HERE](#)

PHILADELPHIA--(BUSINESS WIRE)--Sep. 9, 2026-- With the 2026 NFL season just days away, Aramark Sports + Entertainment (NYSE: ARMK) announced a slate of new premium hospitality experiences, innovative food and beverage concepts, expanded local partnerships, and exclusive retail offerings across its eight NFL partner venues.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260909842365/en/>



With the 2026 NFL season just days away, Aramark Sports + Entertainment (NYSE: ARMK) announced a slate of new premium hospitality experiences, innovative food and beverage concepts, expanded local partnerships, and exclusive retail offerings across its eight NFL partner venues. Driven by chef-curated menu creations, collectible souvenirs, community collaborations, and reimagined premium spaces, Aramark's new lineup reinforces its commitment to delivering memorable fan experiences that celebrate the unique culture of every market and team.

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sector fans are particularly excited about, and one we put an extra emphasis on this season, is our premium spaces," said Alison Birdwell, President and CEO of Aramark Sports + Entertainment. "Our team works hard to make sure we are delivering fresh experiences for fans each season that leave lasting impressions, while also celebrating the history and culture of our partner's teams, fan bases, and cities. Whether it's a fan's first time experiencing our premium amenities or their 100th time, we want their gameday experience to be special, exciting, and unlike anything they experience elsewhere."

"We strive to elevate every portion of a fan's gameday experience, but the one

Aramark's 2026 innovations are highlighted by the debut of the **1933 Club Presented by Heinz at Acrisure Stadium**, the newest premium space to join Aramark's [Aura](#) brand portfolio. As homage to the year that the Pittsburgh Steelers were founded, the 1933 Club Presented by Heinz features an all-inclusive culinary program. Pairing modern elegance with a speakeasy-inspired atmosphere, members enjoy a new lineup of elevated food and beverage offerings inspired by Pittsburgh's culinary traditions and Steelers fandom.

In Cincinnati, all existing suites at Paycor Stadium have been completely renovated ahead of the 2026 season. The redesign introduces elevated finishes, expanded food and beverage counter space, lounge and grazing experiences, custom service vessels and presentation pieces, and refreshed menus.

In Denver, three local restaurants **Guard & Grace** (Sept. 20), **Coperta** (Oct. 15), and **A5 Steakhouse** (Nov. 22) will take over the **Broncos Legacy Lounge** to enhance the premium experience within **Empower Field at Mile High**.

Acrisure Stadium (Pittsburgh Steelers) Introduces New Premium Club and Steelers-Inspired Menu Offerings ([PHOTOS](#))

Premium Experience

In the new **1933 Club Presented by Heinz**, guests can explore curated food and beverage destinations throughout. At the center of the space is an expansive bar where a resident mixologist crafts personalized cocktails, while a dedicated snack and candy wall offers convenient grab-and-go treats fans can enjoy without missing the action.

In addition to the new premium club experience, fans throughout Acrisure Stadium will find a lineup of new menu items inspired by Pittsburgh flavors and Steelers traditions.

Featured Menu Items

- **Three Little Pigs:** Cheddar bratwurst, spicy Italian sausage, capicola, 1933 steak sauce, Mike's Hot Honey, and crushed Voodoo chips. (Goal Line Section 124)
- **Fourth and Flav Nacho:** Smoked cheese sauce, mojo pulled pork, roasted corn, and bean salsa, pickled jalapeños, blackened red onions, and avocado-lime crema. (Sections 505, 516, 518, 529, 534)
- **Black N' Gold Chicken and Waffle:** House-made black-and-gold waffles topped with fried chicken, coleslaw, bacon jam, sweet potato fries, and Mike's Hot Honey. (PNC Champions Club)
- **Yinzer Wrap:** Grilled kielbasa, mini pierogies, caramelized onions, cheddar cheese, bacon bits, and chive crema wrapped in a flour tortilla. (East and West Club Sections 215, 239)
- **Immaculate Refreshment:** Vodka, orange juice, and Starry served in a Steelers Souvenir Cooler Cup available to fans

21+ with a valid government issued ID. (Sections 109, 128)

Paycor Stadium (Cincinnati Bengals) Elevates Premium Hospitality with Fully Renovated Suites and Local Cincinnati Favorites for the 2026 Season ([PHOTOS](#))

Premium Hospitality

Ahead of the 2026 season, the Cincinnati Bengals completed a renovation of all suites at Paycor Stadium, further enhancing the premium hospitality experience for Bengals fans and guests.

Local Partnerships

Local partners from the Queen City will join this season's lineup, with cheesesteaks from **Penn Station** available at Section 120, jumbo tenders and potato wedges from **Lee's Famous Recipe Chicken** available at Sections 122 and 152, and **United Dairy Farmers Homemade Brand Ice Cream** available at multiple concession locations throughout Paycor Stadium.

Collectibles

As more teams embrace the power of collectibles, Aramark and the Bengals will bring the on-field action into the stands when the Bengals unveil their 2026 White Bengal uniforms on Sunday Night Football against the Pittsburgh Steelers. To celebrate the special uniform combination, Aramark will offer fans a limited-edition White Bengal Cooler Cup alongside the traditional orange and black design available throughout the season.

Featured Menu Items

- **Pork Rind Nachos:** Grippo's Hot Pork Rinds topped with smoked Carolina-style pork shoulder, cheddar cheese, barbecue sauce, chipotle ranch, pickled red onions, and jalapeños, served in a souvenir stadium tray. (Section 150)
- **Homemade Killer SunDEY:** Homemade Brand Vanilla Ice Cream, killer brownie brookie, whipped cream, crushed butterfingers, chocolate sauce, caramel sauce, rainbow sprinkles, cherry, served in souvenir stadium tray. (Club 239, 209)
- **Who Dey Sausage:** 24-inch BBQ cheddar pork sausage, pickled red onions, fresh jalapeno, sweet BBQ sauce, served on a bun. (Section 150)
- **Mazunte Tamales:** (Sections 134, 148, 308, 338)
 - Chicken in a corn husk with rajas and salsa verde
 - Cheese in a corn husk with poblanos and salsa verde
- **Mazunte x Tostitos Walking Tacos:** Choice of Nacho Cheese Doritos®, Tostitos®, or Fritos® chip bag, topped with Ground beef or chicken with pickled slaw, pico de gallo, queso fresco, salsa de gallo, crema, and black beans. (Sections 134, 148, 308, 338)
- **Smash Burgers:** Double beef patties, American cheese on a potato bun. (Sections 214, 263, 338, 309, 156)

Empower Field at Mile High (Denver Broncos) Expands Local Partnerships, Introduces New Collectibles, and Debuts Smart Beverage Technology ([PHOTOS](#))

Local Partnerships

In addition to local restaurants taking over the Broncos Legacy Lounge during select games, Aramark is expanding its roster of Colorado-based partners with nine new local food and beverage vendors this season. New partners include **Denver Pops, Aloha Cones, Carrera's Tacos, Carmine Lonardo's, Cupbop, MAKfam, Mister Oso, and Mukja**, bringing a variety of local flavors and signature menu offerings to fans throughout Empower Field at Mile High.

Fan Experience Enhancements

Empower Field at Mile High becomes the first Aramark venue to pilot **Dispension SmartServ Technology**, featuring three self-service beer vending machines available to fans 21+ with a valid government issued photo ID. (Section 130)

Collectibles & Retail

Broncos fans will have the opportunity to add to their collections with two new Broncos Cooler Cups this season, available at all bar locations. The team will also expand its collectibles lineup with a first-of-its-kind Souvenir Helmet Soda Cup featuring players' jersey numbers.

Featured Menu Items

At concession stands and in premium spaces, Aramark is offering more than 120 new menu items, including:

- **Beast in a Blanket:** A 2-foot dog, brisket burnt ends, cheddar, and goat cheese wrapped in puff pastry, topped with secret sauce, avocado cream, crispy pickled onions, and jalapeño. (Sections 128)
- **Chicken & Champagne Bucket:** 12-Piece Fried Chicken with two cans of champagne in a souvenir bucket, available to fans 21+ with a valid government issued photo ID. (Sections 512)
- **Nine in the Box:** Nine wagyu sliders stacked with sharp white cheddar, caramelized onions, steak tomato, and a tangy burger sauce on a brioche bun. (United Globe Clubs)

Reliant Stadium (Houston Texans) Unveils New Premium Experiences, Collectible Souvenirs, and Signature Menu Items for the Texans' 25th Season ([PHOTOS](#))

As Reliant Stadium enters a new era under its restored name, Aramark is introducing new collectible souvenirs and signature food offerings designed to enhance the fan experience throughout the Texans' 25th season.

Premium Experiences

The premium experience also makes its way down south, where the Houston Texans have introduced three new premium spaces at Reliant Stadium: The **H-Town Loge Boxes**, **BMW Lone Star Ballroom**, and **BMW M Club Blue**. Located on the Club Level, the new H-Town Loge Boxes offer semi-private spaces with all-inclusive food and beverage service.

Collectibles & Retail

To celebrate the Texans' 25th season, Aramark is introducing a Texans Cooler Cup, Texans Football Gripper Cup, Souvenir Stadium Tin, and CapCup collectible beverage container. A limited-edition 25th Season Souvenir Soda Cup will debut during the team's matchup against the Dallas Cowboys. Fans will also see new retail merchandise as part of the NFL x Nike Rivalries Collection.

Featured Menu Items

- **Battle Red Berry Bird:** Fried chicken breast tossed in strawberry buffalo sauce, topped with coleslaw, pickles, and Cajun cheese curds on a challah bun, served with Tater Kegs and chipotle aioli. (Sections 101, 121, 520, 546)
- **Chef Sonia's Southern Mac Bowl:** Crispy fried chicken bites, roasted corn, hatch chile mac and cheese, and Cajun brown gravy. Named for General Concessions Chef Sonia, a member of the stadium team since its opening. (Sections 103, 123)
- **Korean Meatball Bao:** Korean braised beef meatball topped with sesame ginger slaw on a steamed bao bun. (Sections 118, 138, 510, 532)

U.S. Bank Stadium (Minnesota Vikings) Debuts New Menu Items and TCL Club Branding for the 2026 Season ([PHOTOS](#))

Featured Menu Items

- **The Raid Burger:** A double bacon cheeseburger topped with buffalo cheese curds, an onion ring, and ranch on a brioche bun. (Sections 101, 328)
- **Kenny's Meatball Sub:** Meatballs and authentic marinara sauce served on a toasted bun. (Section 110)
- **Soft Serve Margarita:** A purple-and-gold soft serve margarita inspired by Vikings colors, available to fans 21+ with a valid government issued photo ID. (Section 105)

Arrowhead Stadium (Kansas City Chiefs) Showcases Bold New Fan Favorites Inspired by Kansas City Flavor ([PHOTOS](#))

Arrowhead Stadium is introducing a lineup of indulgent new menu items that blend comfort food favorites with elevated ingredients and creative preparation. From loaded burgers to over-the-top shareable snacks, the new offerings deliver bold flavors worthy of Chiefs Kingdom.

Featured Menu Items

- **Lava Burger:** A cheese-stuffed burger topped with thick-cut bacon, roasted tomato, chives, and jalapeño popper spread on a sourdough boule. (Section 102)
- **Pork Belly Bomb:** A cream cheese and Boursin-filled appetizer coated in Parmesan and sour cream & onion chips, finished with candied bacon and red pepper jelly. (Section 116)
- **The Mucho Melt:** A loaded tortilla creation featuring guajillo-spiced beef, beans, sweet potato fries, Cotija, and cheddar cheeses, guacamole, Pico de Gallo, and other bold toppings. (Section 135)

Huntington Bank Field (Cleveland Browns) Showcases Cleveland-Inspired Flavors and New Fan Favorites ([PHOTOS](#))

Featured Menu Items

- **Hot Dog Flight:** Three mini all-beef hot dogs (Hungry Dawg Grill, Section 118)
 - **The Buffalo Blitz Dog:** Topped with Buffalo chicken dip, celery, blue cheese crumbles, and Buffalo sauce.
 - **The Italian Stallion:** Topped with spaghetti, chopped meatballs, marinara, Parmesan cheese, and fresh basil.
 - **The Brisket Dog:** Topped with smoked brisket, fried onions, pickles, bourbon BBQ sauce, and Gouda cheese.
- **Polish Boy:** A Cleveland classic featuring kielbasa, fries, poppy-seed coleslaw, Mabel's Sweet Cleveland BBQ Sauce, Tony Packo's pickles, pickled red onions served on a brioche roll. (Sections 115, 307, 332)
- **Golden Chicken Sandwich:** Crispy chicken tenders topped with Carolina Gold sauce, shredded cheddar cheese, crispy onion straws, and pickles on a brioche bun. (Sections 128, 304, 329)

Lincoln Financial Field (Philadelphia Eagles) Debuts New Football-Inspired Menu Creations for the 2026 Season ([PHOTOS](#))

Featured Menu Items

- **Broad Street Beast:** An 18-inch chalupa shell loaded with braised wagyu beef shank, fried jalapeño poppers, tomatillo avocado salsa, Oaxaca queso, crispy shallots, and cilantro. (Section 113)
- **Tush Push Tater:** A deep-fried russet potato topped with a fried chicken cutlet, pimento mac and cheese, bacon hot honey

jam, 215 Sauce, and scallions. (East and West Club Markets)

- **Smoked BBQ Chicken Nachos:** Tortilla chips topped with smoked chicken tossed in caramelized honey BBQ sauce, roasted poblano queso, black beans, charred corn relish, mango Pico, Mexican crema, and scallions. (Sections 120, 216)

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](#).

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](#).

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Source: Aramark