



Aramark Sports + Entertainment Turns up the Heat for the 2026-27 Arena Season With Locally Inspired, Personalized Fan Experiences

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From local culinary partnerships to elevated premium hospitality, new experiences across Aramark's arena portfolio are tailored to each venue and fans.

PHILADELPHIA--(BUSINESS WIRE)--Sep. 29, 2026-- As NBA and NHL teams prepare for the 2026-27 season, Aramark Sports + Entertainment (NYSE: ARMK) is announcing new enhancements to the fan experience across its seven arena partner venues focusing on local customization and premium offerings designed to reflect the team and city that its fans call home.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260929139472/en/>



"No two venues or fan bases are exactly alike, and the experience shouldn't be either," said Alison Birdwell, CEO of

Aramark Sports + Entertainment. "Our approach is to combine the scale and expertise of Aramark's hospitality platform with experiences that reflect the culture, energy, and identity of each market. Whether through local restaurant partnerships, regional menu development, or premium hospitality innovations, we're focused on helping our partners create experiences that fans won't find anywhere else."

From new local partnerships to regionalized cuisine, each venue will offer an experience that feels one-of-a-kind to visitors.

Capital One Arena in Washington, DC, is enhancing its premium hospitality experience with the debut of **The Collective** and broader reimagining of multiple premium spaces, including the Founders, Signature, Executive, and Innovative Suites. Featuring sophisticated new designs, enhanced amenities, and a variety of new culinary offerings, these upgrades are designed to deliver an elevated guest experience. The **Vault Suites** will introduce a **Chef Residency Program**, showcasing a rotating lineup of acclaimed local chefs and restaurants, while new concession partners will include beloved regional concepts such as **Joia Burger** and **Balos**.

At San Antonio's **Frost Bank Center**, the **Spurs Culinary Residency Program** will return this season, giving local and minority-owned restaurants a platform to share their individual culinary creations to Spurs fans throughout the year. Participating businesses will rotate through designated locations in the arena, expanding the range of distinctive San Antonio flavors available on gameday. The arena will also introduce **Local Co.**, bringing together house-made menu items and products from local vendors in another showcase of the city's culinary community.

Additionally, the venue is expanding its premium experience with **Ledger Courtside Club**, its leading Spurs hospitality experience, combining courtside seating with a private, all-inclusive club on the event level. The expansion will accommodate up to 100 additional fans and combines proximity to the action with a three-course chef's-table dinner, in-seat beverage service, VIP access, reserved parking, and access to the glass player tunnel.

In Cleveland's **Rocket Arena**, local connection takes a different form with **Delia's** —a new concept inspired by Cleveland restaurant Cordelia and James Beard Award finalist Chef Vinnie Cimino. The arena is continuing to build its premium hospitality experience through **HIPP Club**, an intimate concept inspired by the city's historic Hippodrome Theater that includes an exclusive entrance, chef-curated dining, custom cocktails, a premier wine list, and unlimited concessions, as well as access to the rest of Rocket Arena's clubs. The concept was recently awarded the National Basketball Association's Premium Experience of the Year honors. Additional enhancements this season include a renovated Swenson's location, a new Tenders Love & Chicken space, and the new **CLE Cocktail Co.** bar area.

At **Canadian Tire Centre** in Ottawa, premium hospitality takes center stage with renovations to the ice-level restaurant, enhancements to private clubs **Brookstreet Lounge** and **Club Bell**, and a fully renovated **Player's Lounge**. The upgraded club spaces will feature modular action stations with live cooking demonstrations and rotating menus, while the reimagined Player's Lounge will offer a refreshed menu and be available for private events. New bar concepts, including **Ottawa Cocktail Co.**, will also debut throughout the arena. Complementing these enhanced spaces is a menu inspired by the flavors of the Great White North, featuring Canadian bison, poutine, smoked meat, peameal bacon, maple mustard, and house-baked bread inspired by Indigenous Bannock traditions.

That same venue-specific approach extends across the rest of Aramark's Sports + Entertainment arena portfolio.

At **SAP Center** in San Jose, the customized approach takes on a distinctly Sharks-inspired identity. Tidal Grit, a new bourbon created for the arena, features a signature mash bill developed in partnership with a Kentucky distillery. Fans will also see new and refreshed destinations throughout the arena, including the **Big Beautiful Bar** and a Tenders Love and Chicken grab-and-go location. Specialty food and souvenir offerings include a rink-shaped Sharks-branded food and beverage combo tray and the "Chum Bucket," a chef-designed craft popcorn creation.

In Pittsburgh, at **PPG Paints Arena**, a new **Insta-Grill** will feature a rotating menu inspired by current culinary trends, while new retail offerings will connect fans to Penguins history with exclusive merchandise celebrating the franchise's 60th anniversary, the 10-year anniversary of the 2017 Stanley Cup championship team, and the 2026 Penguins Hall of Fame class.

Philadelphia's **Xfinity Mobile Arena** continues to draw inspiration from the city's diverse culinary scene, with offerings that reflect the range of cultures and cuisines found throughout Philadelphia. From refreshed concepts by acclaimed chefs Marc Vetri and Jose Garces, to new menus across concessions, clubs and suites, the approach brings a broad mix of flavors and influences into the arena.

Explore the complete lineup of new food, beverage, and fan experiences across Aramark Sports + Entertainment's arena partners [here](#).

[PHOTOS HERE](#)

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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