



Aramark Continues To Innovate The Everyday; Debuts New Launch Test Kitchen

December 8, 2015

State-of-the-Art Dining Concept Allows for Quick Adaptation of Culinary Trends at Sports and Entertainment Venues

PHILADELPHIA, Dec. 8, 2015 /PRNewswire/ -- [Aramark](#) (NYSE: ARMK), the leading food and beverage partner of professional sports teams and convention centers in North America, is giving guests the power to help decide what's on its menus. Aramark's new *Launch Test Kitchen* is an industry-leading, forward-thinking approach to dining at sports and entertainment venues that invites real-time feedback submissions from guests, and uses it to shape what's offered on the menu.



Featuring a rotating menu centered on food trends and customer feedback, *Launch Test Kitchen* is the latest innovation resulting from Aramark's progressive guest experience research and culinary development. A real-life "test kitchen," where everything from the menu, to the equipment and overall aesthetic, can transform from event to event.

"*Launch Test Kitchen* is all about flexibility, variety and customization," said [Carl Mittleman](#), President of Aramark's Sports and Entertainment division. "Guest feedback has always played an important role in determining our menus. With *Launch Test Kitchen*, we're able to quickly adapt food trends and introduce new items, or showcase local chefs, based on those trends, while making it a very interactive experience for the guest."

Outfitted with versatile state-of-the-art food preparation equipment and digital signage and menu boards, *Launch Test Kitchen's* flexibility and customization allow food and beverage concepts to be rotated throughout a sports season or for a particular period of time, very easily, as compared to an ordinary concept transition. Each location is equipped with a guest feedback component to determine which items resonate most with guests. Items with overwhelming popularity may be added to a venue's permanent menu, while the core menu of the stand will constantly be refreshed with new ideas and items.

Currently installed in Quicken Loans Arena, home of the Cleveland Cavaliers, and the Las Vegas Convention Center, *Launch Test Kitchen* can be activated in a variety of ways, including concession stands at sports venues, pop-up, mobile restaurants at convention centers and more.

Launch Test Kitchen-Cleveland offers a rotating selection of local restaurateurs and up-and-coming concepts from Cleveland's flourishing food scene. The stand opened at the start of the 2015-16 season, with a menu from acclaimed Cleveland chef and owner of *TownHall* and *Lago*, Fabio Salerno. Beginning December 11, existing Aramark chef partner and Executive Chef/Owner of *Hodge's*, Chris Hodgson, will be featured at the stand.

At the Las Vegas Convention Center, the concept appears as a fully functioning pop-up restaurant that can adjust its size, location and menu, based on show demands. Guests place their orders using kiosks and then watch as their food is prepared in an open kitchen that allows them to see chefs in action. With the ability to be set up indoors or outdoors, *Launch Test Kitchen-Las Vegas* gives meeting planners and conference guests a one of a kind sit down, or take out, dining experience.

Aramark plans to roll out the *Launch Test Kitchen* brand at select locations across its sports and entertainment portfolio in the future.

About Aramark

Aramark (NYSE: ARMK) is in the customer service business across food, facilities and uniforms, wherever people work, learn, recover, and play. United by a passion to serve, our 270,000 employees deliver experiences that enrich and nourish the lives of millions of people in 21 countries around the world every day. Aramark is recognized among the Most Admired Companies by FORTUNE and the World's Most Ethical Companies by the Ethisphere Institute. Learn more at www.aramark.com or connect with us on [Facebook](#) and [Twitter](#).

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