



Aramark Gears Up For The 2016 NCAA Men's Basketball Championship

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Aramark to Provide the Ultimate March Basketball Experience for Fans at Three Tournament Locations and on Campuses Across the Country

PHILADELPHIA, March 15, 2016 /PRNewswire/ -- As the NCAA Men's Basketball Championship prepares to tip-off, and bracket fever sweeps the nation, [Aramark](#) (NYSE: ARMK), the award-winning hospitality and dining services partner at sports venues and college campuses across the U.S., is warmed up and ready to serve guests attending the biggest games of the Tournament.



Over the course of the tournament, Aramark will enhance the game day experience with a wide variety of menu offerings at multiple sites, including the Pepsi Center (Denver, CO), Wells Fargo Center (Philadelphia, PA) and NRG Stadium (Houston, TX), home of the Final Four and National Championship games. All of Aramark's associates at these host venues are eager to welcome fans and provide them with exceptional service, as they cheer their teams to victory.

Aramark's involvement in the tournament stretches beyond professional sporting arenas and onto college campuses, where it enriches the lives of millions of college consumers every day. Serving more than 500 colleges and universities across the United States, Aramark is proud to partner with two dozen of the schools that will vie for the National Championship including #1 East Regional seed, University of North Carolina- Chapel Hill and #1 Midwest Regional seed, University of Virginia.

"From the stadiums and arenas where we operate, to the college campuses and dining halls we serve, the excitement of March basketball runs deep through Aramark," said Carl Mittleman, President of Aramark's Sports and Entertainment division. "While the players on the court are vying for their shining moment in Houston, our Service Stars always shine at the moment of truth and are ready to serve the thousands of fans attending the 12 tournament games our partner venues will host this year."

Final Four

During each day of the Final Four, NRG Stadium will have more than 2,000 Aramark associates on hand, working in concession stands and retail stores, or keeping the stadium clean, to deliver the ultimate experience for basketball fans.

For the Final Four and Championship games, James Beard Award winning chef and Aramark partner at NRG Stadium, Chris "BC" Shepherd, and his Sous Chef, Chris "LC" Bednorz, will each introduce new sandwiches on the club level. The two sandwiches will go head to head during the Final Four and Championship games, with the best seller appearing on the 2016 menu for Houston Texans home games at NRG Stadium (Aramark is the exclusive food and beverage partner of the Houston Texans).

- **BC's Korean Sloppy Joe:** 44 Farms beef tossed in Korean BBQ sauce, served on a Hawaiian roll.
- **LC's Buffalo Chicken Club:** Chicken tossed in buffalo sauce and topped with bacon and bleu cheese slaw.

For the souvenir seekers attending games at NRG Stadium, Aramark is stocking the retail stores with exclusive Final Four merchandise and collectibles including t-shirts, caps and more.

Signature Items

Aramark's culinary teams will prepare delicious menus for hungry fans attending the First and Second Rounds at the Pepsi Center and the East Regional Semifinals and Finals at the Wells Fargo Center. From Denver's bacon infused offerings available at the popular "Beer & Bacon" concession stand, to Philly-favorite, Chickie's & Pete's CrabFries, there's something for everyone to enjoy at these two Tournament locations.

Watch Parties

To bring the excitement of the Tournament to college students, Aramark will host tournament watch parties on a number of the campuses it serves across the country, where students can cheer on their favorite teams and watch the excitement of the tournament unfold, with rally towels, t-shirts, great food and more.

Food Bracket Challenge

Aramark will also host a *March Mania Food Bracket Challenge*, on www.aramark.com/marchmania, where fans are invited to choose their favorite arena food item, in a bracket-style matchup, to determine the ultimate champion of arena food.

About Aramark

Aramark (NYSE: ARMK) delivers experiences that enrich and nourish people's lives through innovative services in food, facilities management, and uniforms. United by a passion to serve, our 270,000 employees make a meaningful difference each day for millions of people in 21 countries around the world. Aramark is recognized as one of the *World's Most Admired Companies* by *FORTUNE*, rated number one among Diversified Outsourcing Companies, as well as among 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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