



## Aramark, Minnesota Sports Facilities Authority and Minnesota Vikings Unveil Culinary Roster for U.S. Bank Stadium

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**Partnerships with Award-Winning Minnesota Culinarians Andrew Zimmern, Gavin Kaysen and Acclaimed Cuisine from Ike's and Revival will Create World-Class Dining Experience**

MINNEAPOLIS, May 24, 2016 /PRNewswire/ -- The Minnesota Sports Facilities Authority (MSFA), Minnesota Vikings, SMG and Aramark, the exclusive hospitality partner and dining services provider for U.S. Bank Stadium, today unveiled an extraordinary partnership with Minnesota's top culinarians and restaurateurs to bring their talent and expertise to U.S. Bank Stadium.



As part of Aramark's M Hospitality dining program, U.S. Bank Stadium's culinary roster will feature original concepts from Andrew Zimmern, the Minneapolis-based three-time James Beard Award-winning TV personality, author, chef and teacher, and Gavin Kaysen, James Beard Award-winning chef and owner of the widely acclaimed *Spoon and Stable*. In addition, outposts of the city's most celebrated restaurants, such as *Ike's Food & Cocktails* and *Revival Restaurant*, will join the new stadium's dining lineup.

"For the past two years, we have been collaborating with the MSFA, Minnesota Vikings and SMG to design an unprecedented and innovative dining experience at U.S. Bank Stadium that showcases the distinctive tastes and flavors of Minnesota and the very best from its burgeoning restaurant scene," said Carl Mittleman, President of Aramark's Sports and Entertainment division. "The inclusion of these outstanding culinary partners raises the bar for stadium dining and positions us to deliver the ultimate dining paradise under one roof."

"The relationships Aramark has cultivated with Minnesota's top chefs and premier restaurants will establish U.S. Bank Stadium as a leader in dining experience within the Minnesota sports landscape and across the sports and entertainment industry," stated Michele Kelm-Helgen, Chair, MSFA. "These Minnesota partnerships are an integral component of the stellar dining program being developed by Aramark, to complement the world-class status of the new stadium."

"We are thrilled to partner with these notable and respected Minnesota restaurants and chefs to bring local flavor and variety into U.S. Bank Stadium," said Vikings Owner/President Mark Wilf. "The dining experience is a crucial component of our commitment to providing a memorable game day, and these prominent culinary partners, along with Aramark's robust menu and the innovative ways in which we serve our fans, will significantly enhance the hospitality experience during Vikings games."

### **Culinary Partner Concepts**

M Hospitality, powered by Aramark, embodies the distinctive traits and characteristics of U.S. Bank Stadium and will offer a modern and memorable culinary and hospitality experience for all. Whether for fans on game day or to those who are attending catered, special events year-round, the highest level of service and quality will be provided throughout the stadium.

Led by regional executive chef Robert Flowers and M Hospitality General Manager Jamie Hodgson, Aramark has been working closely with its U.S. Bank Stadium partners to bring a unique local flare to the dining program, spanning the award-winning to the hip to the iconic to the new.

**Andrew Zimmern**, international food connoisseur and host of Travel Channel's *Bizarre Foods*, has been working alongside Aramark from the outset of the menu development process to help curate the new stadium's offerings and ensure the taste and flavors of Minnesota permeate throughout the facility. He will also open two new outposts of his branded eatery, *Andrew Zimmern's Canteen*. *AZC Rotisserie* will feature rotisserie beef, goat, pork lamb and poultry offered up by the half pound and pound as well as chopped and pulled for sandwiches of all kinds.

*AZC Hoagies* is a unique partnership between Zimmern and his longtime friend and colleague **Gavin Kaysen**, whose restaurant *Spoon and Stable* has been at the forefront of the Minneapolis restaurant renaissance. Italian meatball, sausage, beef and roast pork sandwiches along with bomboloni (Italian donuts) are on the menu in the *AZC Hoagies* location.

"We are really excited about bringing the best food in the world to the fans of the Vikings, guests of U.S. Bank Stadium and anyone visiting what I think is the best sports facility in the world," said Zimmern. "Our partners at Aramark truly understand what the guest experience is all about -- delivering excellence -- and it's that overlapping desire for innovative and delicious quality that allows us to be creative and develop great foods for our guests."

"Being able to extend my hospitality beyond the four walls of *Spoon and Stable* has always been an active goal of mine and being able to partner with my friend, Andrew Zimmern, who also happens to be an expert of everything related to food, is a perfect combination for what we are looking to bring to the fans of U.S. Bank Stadium. I grew up watching the Vikings and to think I am now able to have a hand in creating an incredible experience for the fans is a dream come true," commented Kaysen.

"We are thrilled about our partnership with Gavin Kaysen," added Zimmern. "I believe Gavin is one of the best chefs in the country and together we plan on revolutionizing the way fans enjoy their food at the stadium."

**Ike's Food & Cocktails**, a longtime fixture of the Minneapolis area dining scene, will open an outpost of the popular establishment and offer a wide variety of classic American favorites, such as its signature Bloody Mary and handcrafted steak sandwich.

"As a proud Minnesotan and lifelong Vikings fan, the opportunity to be a part of U.S. Bank Stadium is very special to me," said Gene Winstead, Co-founder of Ike's. "Nothing could be better than Ike's and the Vikes coming together under one roof! We are honored to team with Aramark and these other talented partners to create a culinary experience unlike any other in professional sports."

**Revival Restaurant**, the highly-acclaimed southern cooking hotspot and among the hippest restaurants in Minneapolis, will transport its popular fried chicken and other southern specialties to U.S. Bank Stadium.

"It is such an honor to be a part of this group of amazing culinarians, who are both friends and colleagues, that we respect and admire," said Revival Co-owner Nick Rancone. "For as long as I can remember, I have been a fan of the Vikings and I couldn't be more excited to bring our food into U.S. Bank Stadium -- the most forward-thinking sports and entertainment complex in the country. It's going to be a fantastic experience."

#### **About U.S. Bank Stadium**

U.S. Bank Stadium, owned and operated by the Minnesota Sports Facilities Authority, is a multi-purpose stadium and home to the Minnesota Vikings. The 65,400 seat stadium is located in the heart of Minneapolis, Minnesota. With 137,000 square feet on the stadium floor and six club spaces throughout the building, this state-of-the-art facility will host prominent national and international programming including the Minnesota Vikings, concerts, family shows, college and high school sporting events, conventions, trade/consumer shows, and corporate or private meetings and other community events. U.S. Bank Stadium is set to open summer 2016 and has been chosen as the site of Super Bowl LII (2018) and the NCAA Men's Final Four in 2019.

U.S. Bank Stadium is an SMG managed facility. Aramark's M Hospitality is the official food and beverage provider for U.S. Bank Stadium.

**For more information:** [www.usbankstadium.com](http://www.usbankstadium.com) or by phone at 612-777-8700

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#### **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](http://www.aramark.com) or connect with us on [Facebook](#) and [Twitter](#).

#### **About SMG**

Founded in 1977, SMG provides management services to more than 240 public assembly facilities including convention and exhibition centers, arenas, stadiums, theatres, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome. For more information visit [www.smgworld.com](http://www.smgworld.com).

#### **Media Contacts:**

Aramark	MSFA	Minnesota Vikings	SMG
David Freireich	Jennifer Hathaway	Jeff Anderson	Lisa Niess
215-238-4078	612-335-3308	952-828-6570	612-777-8731
<a href="mailto:Freireich-david@aramark.com">Freireich-david@aramark.com</a>	<a href="mailto:jenn.hathaway@msfa.com">jenn.hathaway@msfa.com</a>	<a href="mailto:AndersonJ@Vikings.nfl.net">AndersonJ@Vikings.nfl.net</a>	<a href="mailto:lniess@smgm.com">lniess@smgm.com</a>



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