Aramark Sets the Standard for Collegiate Game Day Hospitality as 2025 NCAA Football Season Kicks Off

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PHILADELPHIA--(BUSINESS WIRE)--Aug. 12, 2025-- As the 2025 NCAA football season approaches, Aramark is redefining college game day by leveraging its hospitality expertise to deliver customized experiences at more than 30 NCAA football stadiums. Now serving fans at over 200 Division I football games nationwide, Aramark is uniquely positioned to provide seamless, campus-wide hospitality solutions that elevate both student life and fan engagement.

“What truly differentiates Aramark is our ability to harness our collective knowledge and talents across all our lines of business,” said Marc Bruno, Chief Operating Officer, Aramark. “From campus dining to stadium concessions, retail stores to premium suites, we are able to deliver experiences reflecting each school’s culture and meeting the needs of every stakeholder.”

With approximately two million fans expected at Aramark-served collegiate sports venues this fall, the company is focused on delivering elevated food, beverage, retail, and premium services that enhance every touchpoint of game day.

New partnerships with Arizona State University and the University of Nebraska further expand Aramark’s presence in the Pac-12 and Big Ten, reinforcing its role as the go-to provider for institutions seeking unified service across all aspects of campus and athletics.

Aramark’s service model ensures that each institution receives customized solutions, whether it’s optimizing collegiate dining or enhancing game day stadium experiences. This holistic approach allows colleges and universities to benefit from working with a single partner capable of delivering consistent quality and innovation across all environments.

Investments in technology – including upgraded point-of-sale systems and real-time data analytics – enable Aramark to personalize offerings and make agile decisions. These advancements mirror the company’s success in major league sports, now brought to the collegiate level with the same sophistication and fan-first mindset.

Aramark also leads the industry in responsible alcohol service, having pioneered beer sales in collegiate settings. Its data-driven, campus-sensitive approach helps institutions navigate evolving policies while maintaining integrity and enhancing the fan experience.

“College football is a cornerstone of campus life and community pride, and we’re honored to play a role in enhancing that experience,” said Bruno. “Aramark is proud to be the leading partner delivering integrated hospitality solutions that support the full collegiate ecosystem – from campus to kickoff.”

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, X, and Instagram.

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