Aramark Sports + Entertainment Delivers Big Flavor and Fresh Fan Experiences Across NFL Stadiums for the 2025 Season

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Innovative Menu Concepts, Self-Checkout Technology, and Exclusive Souvenir and Retail Items Elevate the Fan Experience at Eight Iconic Venues

PHILADELPHIA--(BUSINESS WIRE)--Sep. 3, 2025-- Aramark Sports + Entertainment (Aramark; NYSE: ARMK) is setting the stage for an action-packed 2025 NFL season with bold new culinary creations, seamless self-checkout technology, and exclusive souvenir and retail collaborations across eight premier stadiums. From locally inspired menu items to fan-favorite staples, this year's offerings are designed to elevate the game day experience from the concourse to the stands and beyond.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250903664591/en/



Cooler Cocktail Souvenir Cups now available at GEHA Field at Arrowhead Stadium, home of the Kansas City Chiefs

"As we kick off the 2025 NFL season, our mission is clear: deliver world-class hospitality and unforgettable moments that keep fans coming back," said Alison Birdwell, President and CEO of Aramark Sports + Entertainment. "By listening to fan preferences, we're proud to keep innovating and crafting dynamic, immersive atmospheres filled with upgraded menus and engaging experiences."

A Taste of Innovation Across Iconic Stadiums: What's New for 2025

With a focus on innovation, speed, and local flavor, Aramark is rolling out new offerings across its NFL stadiums – from over-the-top sandwiches and regional favorites to next-gen checkout tech and exclusive merch drops – giving fans bold new ways to enjoy game day.

Acrisure Stadium (Pittsburgh Steelers) Announces New Dining Concepts, Fan Experience Areas and Menu Items Ahead of 2025 Season (PHOTO LINK)

At **Acrisure Stadium**, Steelers fans and guests can enjoy **Pick 6 Sammies** – a kiosk self-order concept featuring new sandwich creations including the Beef and Cheddar, with Vermont white cheddar and jalapeño-bacon jam, a Crab Cake Sandwich, and a Crispy Chicken Sandwich topped with orange marmalade and creole mustard on a brioche bun, and more (UPMC Club 209, West Club 233).

Other new menu item highlights include Franco's new **PeppeRooney and Sausage Pizza**, an indulgent **Pittsburgh Pierogi Pileup** featuring fried pierogis, hot Italian sausage, white cheddar cheese sauce, French fries, honey mustard slaw, dill crema, and fresh dill, as well as upscale nacho portables available throughout the stadium. (Sections 506, 516, 529, 534).

Additionally, two new **Steel City Markets** equipped with self-checkout kiosks offer guests faster, more convenient access to stadium favorites including hot dogs, pretzels, and beverages.

GEHA Field at Arrowhead Stadium (Kansas City Chiefs) to Unveil Reusable Cups, Exclusive Uncrustables® Creation, and More One-of-a-Kind Menu Items in 2025 (PHOTO LINK)

GEHA Field at Arrowhead Stadium will become the first NFL venue to offer reusable cups stadium-wide for every event this season, while continuing to innovate with crave-worthy creations for Chiefs fans.

As a part of the Chiefs' larger sustainability efforts through their Extra Yard for the Environment program, more than 42,000 reusable cups will be used at every home game and event, collected after use, sanitized, and redistributed at the next event.

It has been well documented how much NFL teams and players love Uncrustables, and the Chiefs will now bring the popular locker room snack into the stands with the new **Uncrustable Crunch** featuring a griddled Strawberry Uncrustable topped with fried chicken bites and sour apple slaw (Arrowhead Street Eats, Section 103).

Additional new menu items at Arrowhead include the **Pigskin "Dog"** featuring a bacon buttered bun, candied jalapeño pork belly slab, smoked pulled pork, and spicy marshmallow crème (Arrowhead Street Eats, Section 103), the **BBQ Pit on a Stick** (Burger Kitchen: Sections 102, 116), and the **Two-Point Confection** featuring loaded donut holes, chocolate bacon bark, salted caramel and whipped cream (Arrowhead Street Eats: Section 103).

Fans attending games at Arrowhead will also be able to purchase and take home the new Cooler Cocktail Souvenir Cups as a keepsake.

40th Anniversary of the Dawg Pound and Expanded Express Access Technology Across Entire Stadium Highlight Huntington Bank Field's (Cleveland Browns) 2025 Additions (PHOTO LINK)

Over at **Huntington Bank Field**, expanded facial recognition Express Access will lead to a seamless experience and highly efficient self-checkout for Browns fans and guests at all Aramark locations throughout the stadium equipped with Mashgin and Tapin2 technology and kiosks.

The stadium's diverse menu will continue to grow through new food concepts including Aramark's proprietary brand **John Dough Pizza Co** (Sections 510 and 535) and **Gilded Wing** (Sections 510 and 535), and new menu items including **Buffalo & Plain Chicken Mac & Cheese** (Great Lakes

Cheesesteaks, Rocco Whalen), **Elote Corn Bowls** (Sauce the City – Vic Searcy), and **Michael Symon's Smoked Brisket and Pork Sandwiches** (Symon's Burger Joints & Mabel's).

Additionally, fans can celebrate the 40th Anniversary of the Dawg Pound with a special souvenir liquor cup.

Local Restaurant Partners and Innovative Mocktail Creations Highlight New Offerings at Empower Field at Mile High (Denver Broncos) (PHOTO LINK)

This season Broncos fans and guests at **Empower Field at Mile High** can enjoy an infusion of local Denver cuisine with the addition of new local restaurant partners including **Bird Call** (Section 110), **Cholon** (Section 103), and **Bagel Deli** (United Club East and West: Sections 327, 525).

The stadium will also honor Broncos' legend **Steve Atwater** with the addition of the new **Atwater Grill** in Section 100.

A handful of distinctive new dishes highlight Empower Field at Mile High's new menu this season, including:

- **Coca-Cola Barbecue Burger**: Coca-Cola barbecue, two beef patties, cheddar cheese, beer-battered onion rings, dill pickles (Atwater Grill: Section 100).
- **Jackalope Mac Stack**: Smoked antelope, rabbit, and pork sausage, Flamin' Hot CHEETOS ® dust, green chili mac, blue corn tortilla and green onion (Section 128).
- **Smoked Pork Mac & Cheese**: Pecan wood smoked pork butt, chipotle lime barbecue sauce, aged cheddar mac & cheese, gremolata (Sections P319, P517)

On the beverage side, fans will be able to fill their new sideline souvenir cups with a handful of football-themed mocktails including the **Quarter-Lemon Quencher**, **Huddleberry Mojito**, **Pigskin Pop**, and **Pink Punt**, all made with Mock One non-alcoholic alternative spirits. For something more spirit-forward, fans can try the new **Mile High Mangonada** featuring frozen mango refresher, tequila, Chamoy, and a tajin rim in a tall souvenir cup.

Defending Champions Beef Up 2025 Lincoln Financial Field (Philadelphia Eagles) Menu (PHOTO LINK)

The Eagles will introduce a handful of new menu items when they kick off the 2025 season on Sept. 4 at **Lincoln Financial Field**, highlighted by the addition of the **Birria Fry Bomb** – smoky honey habanero fries loaded with braised beef birria and jalapeño provolone sauce (Section 113).

NRG Stadium (Houston Texans) to Open 2025 Season with Savory and Sweet Bites and New Drink Offerings (PHOTO LINK)

NRG Stadium will serve up new bites and drink options to guests this season including:

- **Catfish Po' Boy** : Fried catfish strips with lettuce, tomato, and tartar sauce on a warm Gambino's roll (Sections 103, 123).
- **Fluffy Taco**: Lightly fried flat bread, spiced ground beef, shredded cheddar, lettuce, pico, tangy crema. Served with chips & queso blanco (Sections 103, 123, 510, 532).
- **Funnel Cake Apple Pie**: Funnel cake fries, warm apple pie filling, cinnamon sugar, powdered sugar, caramel drizzle (Sections 101, 121, 132, 520, 546).

Additionally, new cocktails like **Crown Blackberry Lemonade** and **Blue SKYY Vodka Red Bull**, and the **Texans Tailgate Mocktail**, will keep fans refreshed on game day.

Paycor Stadium (Cincinnati Bengals) Kicks Off 2025 Season with Hearty Sandwiches, Summer Cocktails, and Innovative Beverage Service (PHOTO LINK)

Fans at Paycor Stadium will enjoy new dishes and innovative concepts this season with a variety of food and drink options across the venue, including:

- **Chopped Brisket Sandwich**: 14-hour Texas-style beef brisket with pickles, served on a King's Hawaiian bun (Smoke & Sizzle: Section 150, General Concessions and Cincinnati Smokehouse, CareSource Club and West Club, Premium).
- **Downtown Dogs**: A menu of chef-inspired hot dogs including Brooklyn Dog, San Antonio Dog, and Chicago Dog. (Located in CareSource Club, West Club, and Premium).
- **Pulled Pork Sandwich**: Smoked Carolina-style pork shoulder with cider vinegar BBQ sauce and pickles on a King's Hawaiian bun (Smoke & Sizzle: Section 150, General Concessions and Cincinnati Smokehouse, CareSource Club and West Club, Premium).
- **Sugar Rush**: A dessert concept featuring hot buttered popcorn, cakes, Killer Brownies, and ice cream sundaes (Located in CareSource Club, West Club, and Premium).
- **Summer Signature Cocktail – Orange Creamsicle**: Smirnoff Vanilla Vodka, Monin Orange Syrup, and Citrus Blend served exclusively in a souvenir "Touchdown Cup" (Home Team Taps: Section 228, General Concessions, Boone County Bourbon Bar: Section 150, General Concessions, Cincinnati Cocktail Co.: Section 122, General Concessions, Jungle Bar: Section 106, General Concessions, and Club Whiskey Bar, CareSource Club and West Club, Premium).

For 2025, the stadium experience is also betting an upgrade with the introduction of the "Garage Beer Cave," a drink market featuring Tapin2 self-checkout kiosks located on the East Canopy near Section 337, Plaza level near Section 149, and West Canopy near Section 303, sponsored by Garage Beer. Additionally, all beer portables will be replaced with Walk Thru Brus, providing fans with a more seamless and convenient way to grab their favorite brews.

U.S. Bank Stadium (Minnesota Vikings) Fires Up 2025 with Bold New Bites and Fresh Flavor (PHOTO LINK)

This season, U.S. Bank Stadium is bringing the following lineup to fans:

- **Chicken Lollipops**: Chicken lollipops served at Birch's on the Lake Brewhouse (Section 328).
- **Minnesota Lao Brat**: Lao bratwurst topped with pickled cabbage and carrot slaw, sour & spicy sauce, chicharrónes, mint, and Thai basil, all served on a brioche bun. (Von Hanson Brat Carts: Sections 130, 317).
- **Rush Hour 4**: A new offering from Tenders Love & Chicken (Section 121).
- **Walleye Fingers and Chips**: Crispy walleye fingers served with classic chips, available at Lord Fletcher's (Section 101).
- **Wit Love**: A new proprietary food concept created by Aramark to meet fan demand that brings a taste of Philadelphia across the country with a variety of cheesesteak options (Section 108 and Club level).

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 and X.

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