Aramark Strengthens Industry Leadership with Proprietary New AI Tool

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Culinary Co-Pilot Optimizes Operational Efficiency in Real Time

PHILADELPHIA--(BUSINESS WIRE)--Oct. 14, 2025-- Aramark (NYSE: ARMK) is advancing its position as the leader in artificial intelligence innovation in hospitality with the rollout of Culinary Co-Pilot (CCP)—a proprietary, AI-powered tool designed to transform menu personalization and operational efficiency. CCP is a core component of Hospitality IQ™, Aramark's enterprise-wide digital platform that leverages AI to drive smarter, faster decision-making across its operations.

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"The tool harnesses the power of AI to enhance efficiency of menu planning and purchasing so our operators can focus on what matters most—serving great food and delivering even better experiences for our guests," said Baker Smith, Aramark Chief Information Officer.

Culinary Co-Pilot (CCP) is embedded within Aramark systems to streamline and enhance decision-making across culinary operations. By integrating data from multiple sources, including inventory systems, supplier databases, menu analytics, and consumer feedback, CCP centralizes key performance indicators such as Guest Preference, Cost Per Meal (CPM), Purchasing Optimization, and Recipe Transparency enabling operators to make more informed choices that drive financial performance and elevate customer satisfaction.

Beyond analytics, CCP serves as a dynamic assistant in menu creation and stock-keeping unit (SKU) rationalization, leveraging advanced algorithms to align offerings with consumer preferences and operational efficiency. It proactively addresses supply chain disruptions or cost prohibitive ingredients by identifying impacted ingredients and recommending immediate, viable replacements through intuitive search capabilities.

The tool is already delivering measurable impact across Aramark's education lines of business. Pilot operators within Aramark Collegiate Hospitality accounts reported up to 30% reduction in time needed for menu planning, with streamlined workflows and fewer clicks required to access critical data. In Aramark's Student Nutrition accounts, CCP supports operators by simplifying the management of highly regulated menu requirements, including allergen tracking and nutritional standards. Operators can easily monitor compliance in a highly complex industry and adjust in real time, improving efficiency, transparency, and customer outcomes.

"As part of our Hospitality IQ strategy, Culinary Co-Pilot helps our teams plan more efficiently, providing the insights needed to make confident decisions every day and allowing more time for culinary innovation," said Smith.

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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