Aramark Elevates the Fan and Student-Athlete Experience During the Biggest Month in Collegiate Basketball

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From arena innovations to athlete-focused nutrition, Aramark supports major tournament venues and more than 50 men's and women's NCAA basketball programs competing this postseason

PHILADELPHIA--(BUSINESS WIRE)--Mar. 19, 2026-- As the nation gears up for the most thrilling stretch of the men's and women's college basketball season, Aramark (NYSE: ARMK) is proud to support its university and venue partners with innovative food and beverage experiences, enhanced hospitality offerings, and athlete-focused nutrition programs that fuel performance on and off the court.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260319686707/en/

The Pop-A-Tot will be available at Xfinity Mobile Arena, SAP Center, and Capital One Arena.

This year, Aramark Sports + Entertainment will serve thousands of fans at three arenas hosting preliminary rounds of the NCAA Division I Men's Basketball Championship: **Xfinity Mobile Arena** in Philadelphia (March 20 & 22), **SAP Center** in San Jose (March 26 & 28); and **Capital One Arena** in Washington, D.C. (March 27 & 29). Across these venues, Aramark will bring popular gameday dining options and signature snacks to the tournament's high -energy atmosphere as teams and fans gather for one of collegiate sports' most anticipated events.

"March basketball brings an incredible surge of energy into our venues, and food is a big part of what makes that gameday experience unforgettable," said Alison Birdwell, President & CEO, Aramark Sports + Entertainment. "As we prepare to serve more than 250,000 fans throughout the tournament's early rounds, we're excited to offer a mix of unique selections alongside their tried -and-true favorites — all with the goal of delivering something special and memorable as we celebrate this exciting time in college sports."

Performance-Driven Hospitality for Student-Athletes

Beyond the arenas, Aramark Collegiate Hospitality continues to support men's and women's basketball players with its **Training Table** program, which delivers performance-driven nutrition to fuel student-athletes at more than 20 Division I schools. Training Table programs emphasize the core elements of athlete wellbeing.

"Our Training Table teams work hand-in-hand with sports dietitians, coaching staff, and performance teams to deliver the customized nutrition required for peak performance," said Barbara Flanagan, President and CEO, Aramark Collegiate Hospitality. "As our partner universities compete on the national stage, we're proud to fuel their journey on the court, in the classroom, and throughout the postseason."

Campus hospitality programs are boosting student spirit with creative events highlighting the excitement of tournament season. From bracket-style culinary competitions where campus chefs face off and students vote for their favorite dishes, to themed watch parties in popular campus hangouts, the atmosphere will be buzzing. Dining halls have joined in with gameday menus, basketball-inspired décor, Wing Wednesdays, and social media-driven food brackets that culminate in live events.

Pop-A-Tot Takes Center Court (PHOTO)

As the energy builds across campuses and into tournament venues, food continues to play a central role in how fans experience March basketball. The star of this year's tournament menu is the **Pop-A-Tot**, a new layer of engagement for the in-arena experience that first earned fan enthusiasm when it debuted in Cleveland at the start of the NBA season. Presented in playful, game-themed packaging, the tater-tot filled Pop-A-Tot dish is designed to be easily held, photographed, and shared, encouraging fans to make their own "tot shots" from the stands. The portable snack will now be featured across all three of Aramark's tournament venues and each will showcase its own spin on the creation:

- **Xfinity Mobile Arena:** Tater tots topped with cheddar cheese sauce, pico de gallo, sour cream, pickled jalapeños, and cilantro
- **SAP Center:** Tater tots topped with white cheddar sauce, shredded cheddar, bacon, sour cream, shaved ribeye, sautéed peppers and onions, and chives
    - Fans at SAP Center can pair their tots with a spirited courtside sip: the **Bracket Buster**, mixed with vodka, Fanta Orange, mint, and an orange wedge and crafted exclusively for the tournament.
- **Capital One Arena:** Tater tots topped with queso cheese, chopped brisket, and green onions

Commitment to Partners During the Sport's Most Exciting Moments

Aramark supports institutions across all three NCAA divisions throughout postseason competition, providing everything from comprehensive foodservice and premium hospitality operations to Training Table nutrition.

This year, Aramark proudly celebrates its partnerships with a wide range of teams competing this March, including 55 NCAA programs across men's and women's basketball: 23 Division I schools, 22 Division II schools, and 10 Division III schools.

With millions of fans expected to tune in over the coming weeks, Aramark remains committed to elevating the collegiate basketball experience during the sport's most exciting time of year. Whether serving fans in the stands or supporting student-athletes behind the scenes, Aramark demonstrates its deep commitment to the NCAA athletics community by delivering memorable food experiences that help make every postseason moment special.

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.

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.

About Aramark Collegiate Hospitality

Aramark Collegiate Hospitality —where futures are better served—has been a trusted dining partner to higher education institutions for over 50 years. Serving more than 275 colleges and universities nationwide, Aramark delivers customized dining and hospitality programs that reflect the unique culture and needs of each campus. Rooted in a deep commitment to service for people, partners, the community, and the planet, Aramark goes beyond meals by curating tailored experiences, supporting success, and cultivating communities. Connect with Collegiate Hospitality on LinkedIn.

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