MAKING MEMORIES THAT LAST A LIFETIME

Aramark offers seamless, full-service expertise in every aspect of the retail experience. Our local and national teams provide unparalleled support, from on-site purchasing and product development to best-in-class store design and technology platforms. Our industry-leading safety, service, and marketing programs are customizable for your venue. And our expert curators engage and delight guests in immersive and experiential environments. The diverse array of sites include:

- Cultural attractions
- Iconic destinations
- State and national parks
- Historic hotels and conference centers
- Marinas, tours, and recreation areas
- Sports and special events

We enrich a venue’s experience for our clients and guests all over the world. Great memories begin at your venue and continue when guests take home an item that reflects the site’s beauty, history, and cultural significance. We turn stores into interpretive destinations that become an extension of your venue.

Our retail venues provide everything from plush toys to fine art, kayak rentals to houseboats. Your guests will find what they want and need at:

- Unique and memorable souvenir and gift shops
- Lodging and hotel shops
- Grocery stores
- Convenience stores
- Gas stations
- Camp stores
- Recreation stores

Cover: We celebrate the outdoors in our retail store at Asilomar Conference Grounds, where the thoughtful collection of merchandise encourages guests to explore the Monterey Peninsula’s “Refuge by the Sea.”

Pictured left and above: The National Constitution Center in Philadelphia celebrates the Founding Fathers. Smart merchandising makes the gift shop an extension of the venue by continuing the educational experience, reflecting NCC’s culture, and reinforcing its mission.
Guests love to linger in our safe, clean, and visually pleasing environments. We believe shopping should be relaxing and fun, and we enable that through:

- Creating store layouts that invite leisurely browsing
- Unobtrusively expediting throughput
- Training employees in detailed safety, service, and selling
- Visual merchandising philosophy that involves stocking as well as presentation
- Encouraging guest feedback for continuous improvement

Each of our stores has safety and cleanliness procedures in place, anchored by Aramark SAFE as well as our EverSafe™ safety and sanitation platform.

**QUICK EATS:**

Quick Eats provides a retail experience for clients and guests that is the ultimate in efficiency:

- Frictionless, cashless, contactless
- Digital wallet technology
- Customizable to integrate with your brand
- Flexible and modular
- Customizable merchandise selection
- Real-time analytics
- Smartshelf technology

Pictured left and above: At Lake Powell’s innovative pontoon stores provide one-stop shopping in an attractively designed setting. Guests will find food and drinks, convenience items, gifts, and apparel, food rentals, and even a spot to sit down and enjoy the view.
STORE DESIGN & MERCHANDISING

We believe a store should entice guests to enter and stimulate the senses when they do. Aramark’s Store Design team puts its heart and soul into bringing the retail experience to life. They are passionate about creating store environments and telling stories that are:

• Educational
• Functional
• Sustainable
• Experiential
• Reflective of your culture, mission, and surroundings

• Created using fair bidding processes
• Built by local contractors and tradespeople

Aramark is a company of constant innovation and our capabilities go beyond brick-and-mortar buildings. We take the merchandise to the guests anywhere within your store or even outside:

• Popup stores
• Mobile concepts
• Kiosks
• Satellite locations for special events

• Photo capture
• Self-service through vending and our Quick Eats convenience and cashless concept

No matter the store’s footprint, we promise that:

• Quality, branding, and service remain consistent
• All staff members are trained in service excellence and are well-versed in local lore and legend
PRODUCT DEVELOPMENT & PURCHASING

Every piece of merchandise should tell a story that enriches the guest experience. It is extremely important that our retail stores project a strong interpretive message that supports the mission of each venue. Any store can sell souvenirs, and we do that, too, but we also bring a mission-related brand culture to each retail operation. To do this, we:

• Work with local buyers to procure custom, unique, educational, and authentic product assortments
• Work with our National Retail Group to source best-in-class suppliers
• Ensure product safety, quality, fair trade, and market value-based pricing
• Maximize buying power
• Ensure guest confidence and comfort by stocking PPE, grocery items, survival gear, and sundries

Our depth of resources and buying power as a Fortune 200 company allow us to tailor a retail program that is both profitable and financially pragmatic for clients while adding value to the venue.
SUSTAINABLE & DIVERSE SOURCING

We love being green! Sustainability has long been important to Aramark, and our 280,000 team members in 19 countries are committed to reducing our environmental footprint everywhere we do business. Our strategy includes:

• Be Well. Do Well. platform
• Green Thread platform
• Sourcing responsibly
• Using packaging that minimizes waste and plastic
• Partnering with suppliers who provide innovative, sustainable products that can be customized for your venue

We also believe our daily operations should reflect local demographics. Our commitment to diversity and inclusion starts with our CEO and is overseen by Aramark’s Executive Diversity Council. We are proud to support:

• Recycled and upcycled materials
• Made in USA suppliers and artisans
• Federally recognized Native American and Alaskan Native Tribes
• Woman-owned, minority-owned, and small business suppliers
• Fair Trade USA, USDA, and RSPO certified suppliers
• Organic cotton and BPA-free
• Philanthropic suppliers
• Aramark Annual Retail Expo that showcases our diverse suppliers’ product lines

Pictured left and below: Mesa Verde is dedicated to preserving and interpreting the Ancestral Pueblo people who lived there. Our retail stores at this important UNESCO World Heritage Site reflect our commitment to procuring merchandise through sustainable and diverse sourcing.
TECHNOLOGY & E-COMMERCE

With both national and on-site technology support, we provide clients with industry-leading e-commerce websites and services, from website design to fulfillment. Our platforms and consumer technologies are:

• PCI-compliant
• Data secure
• Designed to integrate with mobile devices for contactless payment
• Powered by Marko, our digital doorway

Our retail merchandise expertise encompasses every electronic channel and opportunity, including:

• Front-end design
• Order fulfillment
• Fully compatible payment solutions
• Customer service
• In-depth analysis
• Search engine optimization
• Target marketing and promotions
• Social media integration
• Robust POS systems that improve throughput, such as AI-enabled Mashgin
• Quick Eats, our F&B convenience solution with touchless technology

DATA-DRIVEN APPROACH

Employing market and sales data gained from numerous years of retail operations at venues throughout the industry, we devise a customized plan that considers specific characteristics of the venue or event, geographic region, and customer base.

Back Cover: The retail experience at the Museum of Pop Culture (MoPOP) presents great opportunities for Aramark to create unique guest experiences, including popups, limited signed-edition releases, and co-branded licensed merchandise.