

# REINVENT THE MOMENT

New settings like multi-use districts, breweries and distilleries, and immersive destinations are redefining what “entertainment” means – and Aramark is there. We help bring unique moments in unique venues to life through food and beverage, merchandise, and experiential tours that connect guests to a new generation of entertainment destinations.



## RETAIL FOODS

Inspired concepts. Bold environments. Modern technology.



## CATERING

Impeccable events of every shape and size—masterfully imagined and flawlessly executed.



## MERCHANDISE SERVICES

Shopping experiences and merchandise that tell authentic brand stories in-store and online.



## EXPERIENTIAL SERVICES

Experiences like guided tours and curated photo opps that immerse guests in the moment.



## RESTAURANTS

Distinct standalone and in-venue dining concepts that bring the latest trends to life.

## INNOVATING THE MOMENT

Guinness is a treasured brand that has stood the test of time. At the Guinness Open Gate Brewery in Maryland, Aramark Sports + Entertainment partners to develop modern dining, merchandise, and tour experiences that stay true to the iconic brew. Because guests who visit the venue expect WOW factors that live up to Guinness' reputation for greatness, our team delivers innovative solutions like tech-driven ordering, imaginative themed events, and thoughtful retail collaborations.