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**ROSE BOWL STADIUM ANNOUNCES HOSPITALITY PARTNERSHIP WITH BBC
AND LEVY**

*Best Beverage Catering (BBC) and Levy Partnership to Bring Industry-Leading Hospitality to
Rose Bowl Stadium, Brookside Golf Course & Clubhouse, and Arroyo Seco*

PASADENA, Calif. (July 9, 2018) – The [Rose Bowl Stadium](#) has selected [Best Beverage Catering](#) (BBC) and [Levy](#) as its hospitality partners for the legendary stadium campus, including the Rose Bowl Stadium's general concessions, Brookside Golf Course and Clubhouse, and the Arroyo Seco. The partnership brings together Best Beverage Catering, the concessionaire behind festivals and events including Coachella Valley Music and Arts Festival, Stagecoach Festival and Arroyo Seco Weekend, and Levy, acclaimed restaurateurs and leaders of sports and entertainment dining, to craft an innovative food and beverage experience for the entire campus that leverages their collective expertise in gameday dining, events and cutting-edge hospitality.

“As we look ahead to the future of this iconic stadium and its surrounding campus, it was our goal to create a food and beverage experience on par with the world’s best sports and entertainment venues,” said Darryl Dunn, CEO and General Manager for the Rose Bowl Operating Company (RBOC). “By partnering with BBC and Levy, every guest, whether at a football game or one of the many incredible events and concerts we host each year, will enjoy a best-in-class hospitality experience.”

The journey to elevate the hospitality experience at the facilities began in 2013 with the engagement of Food Service Matters to conduct a master plan review. “We worked side by side with the committee to evaluate current Rose Bowl operations, but most importantly, identify the opportunity of its future, including what the right hospitality partner needed to bring to the table,” said Mike Plutino, CEO and Founder of Food Service Matters.

“There’s not a sports fan in America who doesn’t have memories of waking up on New Year’s Day to watch the Rose Bowl, and the stadium’s rich legacy deserves an equally ambitious approach to hospitality,” said Andy Lansing, President and CEO of Levy. “As the Rose Bowl

Stadium prepares to celebrate its 100th anniversary and looks beyond, we're honored to join in creating an approach celebrating the incredible flavors and culinary leadership of Pasadena, and the dedication to innovation that has always been a hallmark of America's Stadium."

"The Rose Bowl has an incredible reputation across the world as an athletics showcase, but it's also known as one of the greatest venues to gather for events and concerts alike," said Dirk Alton, President and Owner of BBC. "By bringing the energy and innovation of the food and beverage activations that are happening at festivals, like Coachella, to the entire Rose Bowl campus we'll elevate this great venue into a must-have hospitality experience."

BBC and Levy will begin the partnership with extensive renovations to the Brookside Clubhouse, including the dining room, bar, and patio. BBC and Levy will also partner to create outdoor experiences and pop-ups for users of the golf course and campus, and they will collaborate on future upgrades to the concessions environments at the Rose Bowl Stadium.

About the Rose Bowl

A National Historic Landmark built in 1922 and known for the New Year's Tournament of Roses Football Game, the Rose Bowl Stadium has also earned its World-Class Reputation by hosting five NFL Super Bowl Games, the 1984 Olympic Soccer Matches, the 1994 Men's World Cup, the 1999 Women's World Cup, the 2002, 2006, 2010 and 2014 BCS National College Football Championship Games and was home to the inaugural 2015 College Football Playoff Semi-final game presented by Northwestern Mutual and numerous other memorable events over the past eighty plus years. The stadium is the proud home of the Tournament of Roses Football Game, UCLA Bruin Football, AmericaFest Fourth of July celebration, concerts, religious services, filmings, and the World's Largest Flea Market (R.G. Canning).

About Best Beverage Catering

Best Beverage Catering (BBC) is a dynamic, nationwide event company, providing next generation food & beverage experiences at festivals, sporting events, clubs, and private events. BBC's portfolio includes: Coachella Valley Music and Arts Festival, Stagecoach Festival, Arroyo Seco Weekend, BottleRock Napa Valley, and Outside Lands Music & Arts Festival, as well as a range of theaters and entertainment venues coast-to-coast. BBC also works with Stanford University and University of California, Berkley to provide a range of food and beverage services on both campuses.

About Levy

The disruptor in defining the premium sports and entertainment dining experience, Levy is recognized as one of the fastest growing and most critically acclaimed hospitality companies. Named one of the 10 most innovative companies in sports by Fast Company magazine, Levy's diverse portfolio includes award-winning restaurants, iconic sports and entertainment venues, and convention centers as well as the Super Bowl, Grammy Awards, PGA Championship, US Open Tennis Tournament, Kentucky Derby, and NHL, MLB, NBA All-Star Games. For more, visit www.levyrestaurants.com or follow us on [Facebook](#), [Twitter](#), or [Instagram](#).

