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UNIVERSITY OF ALABAMA AND CRIMSON TIDE SPORTS MARKETING SELECT LEVY AND RANK + RALLY AS HOSPITALTY AND MERCHANDISE PARTNER

Levy will enhance and operate all concessions at Crimson Tide athletics facilities, with Levy subsidiary Rank + Rally operating Crimson Tide official team stores

TUSCALOOSA, AL, AND CHICAGO (JULY 18, 2018) – The University of Alabama announced today that Levy, the leader in sports and entertainment dining, and Rank + Rally, Levy’s retail subsidiary, will serve as the university’s concessions and merchandise partners for its athletic program across the Tuscaloosa campus.

Levy will bring its industry-renowned expertise in creating and delivering gold standard food, beverage, and hospitality at many of the nation’s most iconic athletic venues to the University of Alabama, revamping all aspects of the guest experience. Crimson Tide fans got a taste of Levy earlier this year during the team’s victory at the 2018 College Football Playoff National Championship at Atlanta’s Mercedes-Benz Stadium, where Levy serves as the hospitality partner.

“Alabama fans are treated to some of the greatest athletic performances anywhere in the world across all of our Crimson Tide teams, and it was important to the University that we have an equally ambitious hospitality program that reflects that success,” said Greg Byrne, Athletic Director for the University of Alabama. “Our fans will enjoy signature Bama menu items that celebrate our athletic program’s heritage, and will encounter a new game day experience designed by Levy.”

Levy will undertake enhancements of concession stands across the university’s athletic facilities, focusing on giving fans greater control of their gameday dining experience. Levy will introduce redesigned general concession stands and grab-n-go markets at Bryant Denny Stadium, and will launch a wide selection of portable dining options along the Walk of Champions. These enhancements will be paired with significant upgrades to the point of sale technology, improving speed of service at all facilities.

Along with new spaces and infrastructure improvements, Levy will undertake a redesign of the program’s culinary approach, combining a focus on local vendors and ingredients with signature Bama dishes that celebrate the Crimson Tide heritage. Two dishes already created by Levy’s culinary team are the Dynasty Nachos and Championship Chips, each served in the signature hats of coaches Bear Bryant and Nick Saban.

“The Crimson Tide’s heritage is second to none, and we will honor and celebrate that heritage through every aspect of the game day experience,” said Andy Lansing, President and CEO of Levy. “We have an incredible opportunity to marry the rich traditions of the athletics program and university with leading innovations in gameday dining and style, through new and reimagined concessions and retail experiences.”

“Everything we do at Alabama is about achieving excellence, and when we launched our search for a new hospitality and retail partner, it was clear that Levy would help us be the very best in designing unforgettable game day experiences for our fans,” said Jim Carabin, Vice President and General Manager for Crimson Tide Sports Marketing. “Everything from the menus to the Walk of Champions to the official team stores are going to look and taste better than ever as a result of the partnership we have launched with Levy and Rank + Rally.”

Rank + Rally will launch official team stores across the athletic venues, creating a signature Bama style for Crimson Tide fans to show their school pride on game day. These stores will blend classic Bama fan favorites with newly designed pieces that reflect both the traditions of the University of Alabama and the best in fashion-forward style.

About the University of Alabama

Get all the latest information on the Crimson Tide by following @AlabamaFTBL on Twitter and Facebook and AlabamaFBL on Instagram. General athletic news can also be found at UA_Athletics on Twitter and Instagram and AlabamaAthletics on Facebook.

About Crimson Tide Sports Marketing

Crimson Tide Sports Marketing (CTSM) is the multimedia rights holder for the University of Alabama Department of Intercollegiate Athletics. CTSM offers corporate customers a multitude of marketing and media sponsorship opportunities including radio, television, print, internet, game promotions, sponsorships, signage and coaches endorsements. CTSM is a joint venture between Learfield and IMG Sports.

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* and one of the three best companies in the nation for diversity and inclusion by *Forbes*, 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. Levy’s nationally renowned partners include Wrigley Field, Dodger Stadium, T-Mobile Arena, and Barclays Center, as well as many of the nation’s most prestigious universities and athletic programs, including the University of Alabama, The Ohio State University, the University of Notre Dame, Texas A&M University, and the University of Oklahoma. Levy will serve fans at next year’s College Football Playoff National Championship Game at San Francisco’s Levi’s Stadium, as well as next year’s Super Bowl at Mercedes-Benz Stadium. For more, visit www.levyrestaurants.com or follow us on [Facebook](#), [Twitter](#), or [Instagram](#).

About Rank + Rally

Rank + Rally is the wholly-owned subsidiary of Levy. The company launched in 2017 and handles every facet of retail operations for major professional teams, venue partners, and attractions, including product design and development, pricing and promotion planning, and

store operations. Rank + Rally's partner roster includes franchises and venues across major sports and entertainment. For more information, visit us at www.rankandrally.com and follow us on [Twitter](#), [Facebook](#), and [Instagram](#).