

**UNDER EMBARGO UNTIL WEDNESDAY, JULY 9<sup>TH</sup> AT 7:00 A.M. ET**

**Green and White Go Levy for Food, Beverage and Hospitality  
Across Michigan State Athletic Venues**

*Beginning in 2025-26, Levy will evolve game day food and beverage experiences across athletic venues to celebrate Spartan traditions and create new ones*

**EAST LANSING, Mich. (July 9, 2025)** – [Levy](#), the sports and entertainment hospitality leader, will serve as the official food and beverage team across Michigan State University athletic venues. Beginning with the 2025-26 athletic seasons, Levy will create elevated game day hospitality experiences across Spartan Stadium, the Breslin Center, Munn Ice Arena, and all on-campus athletic venues. The Spartan faithful should expect special pop-ups and activations, refreshed concessions, new on-the-go markets for increased speed and convenience, and upscale menus and presentations in premium clubs and suites. Levy will also collaborate with Michigan State athletics to create the fan experience at the university's new multi-sport arena under development.

“We are pleased to introduce Levy as our new concessions provider to Spartan fans,” said Michigan State Vice President and Director of Athletics J Batt. “Our team has been hard at work with Levy to provide elevated concessions offerings that include both new options and traditional favorites beginning this Fall. The goal for this partnership is to provide those items to fans in a convenient, expedited fashion that will help deliver an improved game day experience.”

“From the most historic athletic programs to pinnacle championship events, we are so fortunate to be able to make an amazing impact in college sports,” said Andy Lansing, CEO of Levy. “Michigan State is an iconic institution, and we look forward to bringing the Spartan faithful together around experiences that celebrate great food, beverage and tradition.”

Ahead of the 2025-26 athletic seasons, Levy will refresh all food and beverage experiences across athletic venues. Highlights include:

- New chef-crafted Spartan signature dishes in concessions only available on Michigan State game days
- Updated concessions concepts alongside fan favorite mainstays like Melting Moments, among others
- On-the-go markets and mobile stands equipped with self-service technology to increase speed and convenience
- An upscale refresh in premium areas, with curated menus for each game and modern chef's table presentations
- Pregame and special event food and beverage pop-ups, from football tailgates to Izzone basketball pregame celebrations
- Secure, cashless transactions for swift payments and faster lines

- Continued opportunities for local community organizations and nonprofit groups to participate on game days

Levy has become a power brand in college sports hospitality, adding blue chip college partners to its industry-leading network of more than 300 sports and entertainment venues. The company delivers tailored dining experiences that support both fan engagement and athlete performance across major collegiate athletic programs spanning every power conference. Levy's roster of college partners includes fellow Big Ten institutions Ohio State, Wisconsin, Indiana, Purdue, Northwestern, and the Rose Bowl Stadium – home of UCLA Football. Nationally, Levy partners with elite programs including Notre Dame, Alabama, Texas A&M, Colorado, Oklahoma, and the Air Force Academy, among others. Levy also served fans at the 2025 College Football Playoff National Championship at Mercedes-Benz Stadium, as well as the 125<sup>th</sup> Army-Navy Football Game at Northwest Stadium.

Across the country fans know Levy as the team behind the most iconic food and beverage experiences in sports and entertainment. Levy's marquee events include the Kentucky Derby, Grammy Awards, US Open Tennis Championships and Coachella Music Festival. The company also partners with iconic venues like Dodger Stadium, Wrigley Field, United Center, Barclays Center, Crypto.com Arena and Intuit Dome, among many others.

Look for more information about new food and beverage offerings at Michigan State athletic venues over the coming months.

### **About Levy**

The disruptor in defining the sports and entertainment hospitality experience, Levy is recognized as the market leader and most critically acclaimed hospitality company in its industry. Levy has twice been named one of the 10 most innovative companies in sports by Fast Company magazine and has been honored by Forbes as a Best Large Employer, Best Employer for Diversity, and Best Employer for Women. Levy's diverse portfolio includes award-winning restaurants; iconic sports and entertainment venues, zoos and cultural institutions, theaters and music festivals, and convention centers; as well as the Super Bowl, Grammy Awards, US Open Tennis Tournament, Kentucky Derby, Coachella and Stagecoach Music Festivals, and NHL, MLB, NBA, NFL, and MLS All-Star Games. For more, visit [levyrestaurants.com](https://levyrestaurants.com) or follow us on [LinkedIn](#) , [Instagram](#) , and [X](#).