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UCF Enlists Levy to Elevate Game Day Hospitality

Levy to evolve the food and beverage experience and spotlight local Orlando favorites across UCF Athletic venues

ORLANDO, Fla. (June 12, 2025) – [Levy](#), the sports and entertainment hospitality leader, will collaborate with UCF to transform its food and beverage experience across all athletic venues beginning this Fall. The best of Orlando will shine through a deep roster of local restaurants and purveyors, while Levy chefs will create a new menu of signature items for UCF fans. Together, UCF and Levy will also design an elevated hospitality experience within the new premium spaces as part of the landmark Roth Tower renovation project at FBC Mortgage Stadium.

This new partnership will impact the game day experience across the full spectrum of UCF Athletics facilities, bringing innovative, high-quality hospitality offerings to fans at every venue—from FBC Mortgage Stadium to Addition Financial Arena, the UCF Softball Complex, John Euliano Park, and beyond.

“We’re proud to partner with Levy to reimagine the game day experience at UCF,” said Terry Mohajir, UCF Vice President and Director of Athletics. “This collaboration reflects our commitment to providing first-class experiences for our fans, student-athletes, and the entire UCF community. From local Orlando flavors to elevated premium hospitality, this is another big step forward as we continue to position ourselves as a national leader in fan experience.”

“With our strong relationships in Orlando, we understand and appreciate the bond between sports and the community,” said Andy Lansing, CEO of Levy. “We’re thrilled to partner with UCF on developing a food and beverage experience that highlights the community and makes fans proud. We share a vision for excellence across all touchpoints and can’t wait to help UCF transform and elevate gamedays.”

The new partnership brings significant enhancements to the UCF fan and student-athlete experience both next season and in the years to come:

- A collection of local restaurants and purveyors across concessions, tapping into Levy’s established relationships throughout the Orlando community
- Expanded self-service technology at concourse dining destinations to power faster and more convenient experiences
- A high-end curated premium dining experience featuring Levy chef-crafted menus
- Upscale and elevated catering menus for private and social events held at UCF athletic venues

- Enhanced training table experience for student-athletes featuring a wider variety of menus created in collaboration between Levy chefs and UCF performance staff

Slated to open in 2026, the historic [Roth Tower project](#) at FBC Mortgage Stadium will create a new standard for premium experiences on game days. The pioneer behind premium hospitality at the most iconic sports venues, Levy chefs will work closely with UCF athletics this coming year to craft an impeccable culinary experience across the stadium's new club lounges, loge boxes, sky suites, and luxury suites. Fans can look forward to all-inclusive chef's tables, customizable suite menus, signature craft cocktails, and unparalleled views.

Levy is the market leader in the sports and entertainment hospitality industry, partnering with more than 300 venues and events across North America. The company serves fans at iconic venues spanning every major sports league and college athletics, as well as marquee events like the Kentucky Derby, US Open Tennis Championships, Grammy Awards, Coachella and Stagecoach Music Festivals, and many more.

Locally in Orlando, Levy has partnered with Orlando Venues and the Orlando Magic at Kia Center for more than a decade. The 2024-25 season marked an expansion of the arena's Orlando Table program, an initiative to showcase local businesses. Over the past four seasons, the program has created significant opportunity for local restaurants and purveyors inside the arena on game and event days. Levy serves fans and guests at multiple other locations in Orlando and Central Florida, including Camping World Stadium and the company's two restaurants in Disney Springs, Paddfish and Terralina Crafted Italian. Beginning this summer, Levy will serve as the official food and beverage partner of the ESPN Wide World of Sports Complex.

Levy also delivers high-quality, tailored dining experiences that support both fan engagement and athlete performance across major collegiate athletic programs. The company's roster of college partners includes power programs like Ohio State, Notre Dame, Alabama, Texas A&M, Wisconsin, Colorado, Oklahoma, Air Force Academy, University of South Florida, Indiana and Purdue, among others.

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 or follow us on [LinkedIn](#) , [Instagram](#), and [X](#).

About UCF Athletics

UCF is a proud member of the Big 12 Conference. Our mission is to positively transform the lives of our students academically, athletically, and personally through a nationally competitive intercollegiate athletics program that enhances the reputation and visibility of the University. We strive to be Florida's preeminent athletic program representing UCF and our community with distinction on the national stage as "Orlando's Hometown Team". To learn more about UCF and Athletics, please visit our websites at www.ucf.edu and www.ucfknight.com.

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