



**Milwaukee Symphony Orchestra and Levy Launch Resonance Food Co.
to Serve Guests at New Symphony Center**

Resonance Food Co. will create and deliver all food and beverage experiences at the Symphony Center set to open inside the renovated Warner Grand Theater later this year

MILWAUKEE (January 30, 2020) — [Milwaukee Symphony Orchestra](#) (MSO) announced today its partnership with [Levy](#) to design and operate the food, beverage, and hospitality experience inside the new Symphony Center at the renovated Warner Grand Theater, set to open in fall 2020. Levy, known as the industry leader in creating incredible dining and hospitality experiences at world-class entertainment and cultural institutions, has collaborated with MSO to build a unique culinary and hospitality promise for the Symphony Center. Collaboratively developed by both organizations, Resonance Food Co. will bring that vision to life, operating as the venue's official hospitality team, with a commitment to the guest experience and operational excellence.

The hospitality brand will far exceed new logos and uniforms, promising a commitment to Milwaukee's culture and favorite flavors throughout the Symphony Center. Resonance Food Co. will oversee all hospitality experiences, from food kiosks and bars for concerts, to catering for private events.

"Milwaukee is home to some of the most innovative cultural venues and programming you'll find anywhere, and there are so many reasons we're thrilled to partner with an organization as forward-thinking as the MSO," said Andy Lansing, President and CEO of Levy. "Together, we'll create the next great cultural and entertainment experience delivered by Resonance Food Co., our shared hospitality brand. It represents everything about our truly unique vision for an elevated hospitality experience."

The Symphony Center hospitality experience will be heavily influenced by favorite Milwaukee flavors, distilling inspiration from culinary innovators and markets throughout the city. A deep understanding of guest preferences will be driven by Levy's [E15 Group](#), recognized as an industry-leader in analytics and emerging technology. Guests can expect signature dishes crafted around Milwaukee's rich traditions along with elevated dining options and flavors utilizing fresh, locally-sourced ingredients.

"We are very much looking forward to working with Levy and introducing the Resonance Food Co. to Milwaukee," said Mark Niehaus, MSO president and executive director. "Food and beverage will be an integral part of the patron experience at the Symphony Center, and Levy has an excellent track-record of delivering on exceptional service."

Resonance Food Co. will be led locally and draw on Levy's experience at high profile Milwaukee venues, including Fiserv Forum, the Wisconsin Center District, and MOTOR Bar & Restaurant at the Harley-Davidson Museum. Levy's portfolio also includes major entertainment and cultural events and venues, from the Grammy Awards to Kentucky Derby, and regional music destinations like Ravinia Festival in the Chicago area.

Look for more information about the Milwaukee Symphony Center and its 2020 programming in the coming weeks.



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About Milwaukee Symphony Orchestra

The [Milwaukee Symphony Orchestra](#) is among the finest orchestras in the nation. Since its inception in 1959, the MSO has found innovative ways to give music a home in the region, develop music appreciation and talent among area youth, and raise the national reputation of Milwaukee.

The MSO's full-time professional musicians perform more than 135 classics, pops, family, education, and community concerts each season in venues throughout the state. A pioneer among American orchestras, the MSO has performed world and American premieres of works by John Adams, Roberto Sierra, Phillip Glass, Geoffrey Gordon, Marc Neikrug, and Matthias Pintscher, as well as garnered national recognition as the first American orchestra to offer live recordings on iTunes. Now in its 46th season, the orchestra's nationally syndicated radio broadcast series, the longest consecutive-running series of any U.S. orchestra, is heard annually by more than two million listeners on 147 subscriber stations in 38 of the top 100 markets.

The MSO's standard of excellence extends beyond the concert hall and into the community, reaching more than 40,000 children and their families through its Arts in Community Education (ACE) program, Youth and Teen concerts, Family Series, Meet the Music pre-concert talks, and Friday Evening Post-Concert Talkbacks. Celebrating its 28th year, the nationally-recognized ACE program integrates arts education across all subjects and disciplines, providing opportunities for students when budget cuts may eliminate arts programming. The program provides lesson plans and supporting materials, classroom visits from MSO musician ensembles and artists from local organizations, and an MSO concert tailored to each grade level. This season, more than 7,200 students and 500 teachers and faculty in 22 Southeastern Wisconsin schools will participate in ACE.

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. Twice named one of the 10 most innovative companies in sports by Fast Company magazine and one of the top three Best Employers for Diversity in America by Forbes, Levy's diverse portfolio includes award-winning restaurants; iconic sports and entertainment venues, zoos and cultural institutions, theaters, and convention centers; as well as the Super Bowl, Grammy Awards, PGA Championship, US Open Tennis Tournament, Kentucky Derby, and NHL, MLB, NBA, NFL, and MLS All-Star Games. For more, visit www.levyrestaurants.com or follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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