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Indiana University Selects Levy to Elevate Hoosier Game Days as Official Food & Beverage Partner

Levy will oversee the food and beverage experience across athletic venues and bolster student-athlete nutrition with enhanced training table cuisine

Bloomington, Ind. (April 17, 2024) – Indiana University Athletics has selected Levy, the sports and entertainment hospitality leader, to partner on an elevated food and beverage experience at IU athletic venues. Levy will oversee every aspect of hospitality on game days and non-event days, including concessions and premium seating at Memorial Stadium, Simon Skjodt Assembly Hall, and all athletic venues across campus. Levy will also collaborate with Hoosier Athletics training and nutrition teams on custom dining programs to power student-athletes on and off the field of play. Levy will officially begin operating this summer.

“We are constantly looking for ways to improve our fans’ gameday experience. This partnership represents an exciting commitment in that area, one that our fans will be able to experience every time they are at an IU athletics event in Bloomington,” said IU Vice President and Director of Intercollegiate Athletics Scott Dolson. “With this partnership, we are re-imagining what the game day experience will be when it comes to food and beverage at all our athletic venues. Levy is an industry leader who has delivered on the collegiate and professional levels, as well as some of the biggest sporting events in the world.”

Hoosier fans will recognize Levy as the culinary and hospitality team behind Indiana Pacers and Indiana Fever game days, as well as the recent NBA All-Star Game at Gainbridge Fieldhouse. Levy serves fans on the biggest stages, including Super Bowl LVIII at Allegiant Stadium, the Kentucky Derby, US Open Tennis Championships, Grammy Awards, and the Rose Bowl. The company’s portfolio includes collegiate athletic venues across the Big Ten and every major conference.

“Indiana is one of the most respected brands in college sports, and we couldn’t be more excited to partner together in shaping the next era of fan experiences for the Cream & Crimson,” said Levy CEO Andy Lansing. “From the local go-to restaurants students and alumni treasure, to Hoosier traditions on the plate, we’re going to bring IU fans a food and beverage experience that represents what makes Bloomington special.”

Levy and IU Athletics will together craft a food and beverage experience around signature menu offerings. Fans can look forward to new dishes inspired by the convergence of Midwest and Southern flavors that define eating in the Hoosier State – menu items like Smoked Chicken Wings, Hand-Breaded Pork Tenderloin Sandwiches, and a Smoking Goose Kitchen Sink Sausage Sandwich. Concourse concessions will also be enhanced with new grab & go destinations for faster beverage and refreshment service, and with Levy’s roots as

restaurateurs, menus in premium areas will be upgraded. More specific details around menus will follow this summer.

About IU Athletics

The Indiana University Department of Intercollegiate Athletics has been one of the nation's most successful and ground-breaking athletic programs dating back to its origins in 1867. A member of the Big Ten Conference since 1899, IU has 24 varsity programs that have combined to capture 25 national team titles and 185 Big Ten team championships. For nearly 150 years IU student-athletes have excelled nationally and internationally, evidenced by its 59 Olympic gold medalists and 166 individual NCAA titlists. Over the course of its history, IU has had dynasties in men's basketball (five NCAA titles), men's soccer (eight NCAA titles), men's swimming and diving (six NCAA titles) and women's tennis.

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 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.

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