Aramark

Aramark Super Bowl LI | Scoring a Big Win for Big Game Food

CHALLENGE

Long-time client, Aramark, one of the largest foodservice, facilities management, and sports & entertainment companies in the world, knew just who to recruit for its Super Bowl LI public relations and media outreach program: Pierpont.

Over the past 14 years, Aramark and Pierpont have teamed up several times, including the opening of then Reliant Stadium (now NRG Stadium), Super Bowl XXXVIII, celebrity chef partnerships, and most recently, Super Bowl LI.

While fans watching at home may not realize it, the “Big Game” food experience has taken center stage in the Super Bowl experience. In fact, food now ranks right up there with the halftime show and the actual game! So when Super Bowl LI returned to Houston, Aramark turned to Pierpont to help showcase its culinary expertise.

RESULTS

Pierpont and Aramark kicked off the Fan Food experience with a Super Bowl Menu Preview event two weeks before the Big Game that attracted local broadcast, print, and national media, including Good Morning America, FOX News, ESPN, and the Associated Press.

In addition to featuring the specialty items available at NRG Stadium and George R. Brown during the NFL Fan Experience, Pierpont worked to highlight the winner from Aramark’s culinary competition with Houston ISD with outlets including CBS Sports, USA Today, and the Houston Chronicle, among others. The winning HISD culinary team’s Bayou City Bahn Mi sandwich was debuted and sold by Aramark throughout NRG Stadium during the Super Bowl.

Finally, Pierpont secured coverage for Aramark’s “Healthy Tailgate” event at Neighborhood Center’s Ripley House. The event featured new takes on fan-favorite tailgate dishes from visiting NFL stadiums chefs from the Minnesota Vikings, Cleveland Browns, Kansas City Chiefs, and Houston Texans.

In all, the Pierpont team scored big for Aramark once again.