

# The Players

## AMERICROWN SERVICE CORP.

**9300 Cherry Ave.**  
**Fontana, CA 92335-2562**  
**(909) 429-5370**  
**Corporate Office: (800) 634-3558**  
**www.americrown.com**  
**FOUNDED:** 1989  
**STAFF:** Michael Gentry, president; Tim Niro, GM of food and beverage  
**EMPLOYEES:** 120 full-time; 3,000 part-time  
**CLIENTS:** Americrown operates at 12 NASCAR and Indy Racing League facilities  
**NEW BUSINESS:** Special event catering for Kiss at the Los Angeles County Fairgrounds, Pomona, and Eminem at Metropolitan Park, Jacksonville, Fla.  
**HIGHLIGHTS:** Company is expanding its mobile fleet division to service more concerts, rodeos and other outdoor events. Just about all of their food and drink equipment at the racetracks is mobile.

## ARAMARK CORPORATION

**1101 Market Street**  
**Philadelphia, PA 19107**  
**(215) 238-3000**  
**www.aramark.com**  
**FOUNDED:** 1936  
**OWNERSHIP:** Privately held  
**STAFF:** Joe Neubauer, chairman and CEO; L. Frederick Sutherland, exec. VP and chief financial officer; Marc Bruno, president, Aramark Sports and Entertainment  
**REVENUES:** \$12.6 billion in revenue in 2010  
**EMPLOYEES:** 255,000  
**CLIENTS:** More than 250 accounts including Citizens Bank Park, Philadelphia; Citi Field, New York; Minute Maid Park, Houston; Fenway Park, Boston; Reliant Stadium, Houston; AT&T Center, San Antonio; Wells Fargo Center, Philadelphia; Consol Energy Center, Pittsburgh; Quicken Loans Arena, Cleveland; Heinz Field, Pittsburgh; Anaheim (Calif.) Convention Center; Las Vegas Convention Center.

**ARAMARK WAS ASKED BY MLB ADVANCED MEDIA TO LAUNCH ITS IN-VENUE MOBILE ORDERING SERVICE, USING MLB.COM'S AT BAT APP.**

**HIGHLIGHTS:** Aramark received Cleaning Industry Management Standard (CIMS) and CIMS-Green Building (CIMS-GB) certification with Honors, which certifies the firm's commitment to consistently providing high-quality housekeeping operations that deliver clean, sustainable environments. Recent business included 2010 NHL Stanley Cup at Wells Fargo Center, 2010 MLB All-Star Game at Angel Stadium, 2011 NHL Winter Classic at Heinz Field, and 2011 NCAA Men's College Basketball Championship at Reliant Stadium.

## ED CAMPBELL COMPANY

**P.O. Box 710609**  
**Dallas, TX 75371**  
**(214) 426-4866**  
**FOUNDED:** 1982  
**OWNERSHIP:** Privately held

**STAFF:** Ed Campbell, president; Eddie Campbell, VP  
**EMPLOYEES:** Full time, 85; part time, 1,500  
**CLIENTS:** 25 accounts including the Garland (Texas) Special Events Center, Fair Park Coliseum and the Cotton Bowl, both in Dallas; Independence Bowl in Shreveport, La.  
**NEW BUSINESS:** The Lone Star Motorcycle Rally, Galveston, Texas; Cinco de Mayo at the State Fair of Texas; and the Shrine Circus in Dallas and Garland, Texas.  
**HIGHLIGHTS:** Pricing has been the key to a strong 2010 and positive outlook for 2011. Ed Campbell Co. has lowered prices 20-30 percent in response to hard economic times, increasing sales at the same time. Growth has been in special events and festivals.

**DELAWARE NORTH SPORTSERVICE IS CONTINUING TO LEAD THE EVOLUTION OF STADIUM FOOD, ENHANCING THE EXPERIENCE WITH ACTION STATIONS TO SERVE FRESHLY PREPARED CONCESSIONS AND INFUSING BALLPARK MENUS WITH REGIONAL SPECIALTIES.**

## CENTERPLATE

**2187 Atlantic Street**  
**Stamford, CT 06902**  
**(203) 975-5900**  
**www.centerplate.com**  
**FOUNDED:** 1973 (Roots trace back to 1929 as Automatic Canteen Company of America)  
**OWNERSHIP:** Privately held  
**STAFF:** Des Hague, president & CEO; Kevin McNamara, exec. VP and CFO; Chris Verros, exec. VP and COO; Hadi Monavar, exec. VP of Strategic Planning; Bob Pascal, SVP of Marketing  
**Keith King, SVP, general counsel and corporate secretary; John Sergi, Chief Design Officer; Gregory Fender, SVP, Sports; Sal Ferrulo, SVP, Sports**  
**Scott Marshall, SVP, Sports; Pat Bruhn, SVP, Entertainment; David Oberlander, SVP, Entertainment; Kyle Kandel, SVP of Convention Centers; John Vingas, SVP of Convention Centers**  
**REVENUES:** \$800 million in revenue in 2010  
**EMPLOYEES:** 30,000+ employees  
**CLIENTS:** 250 serving over 100 million guests, including Safeco Field, Seattle; AT&T Park, San Francisco; Louisiana Superdome, New Orleans; Lucas Oil Stadium, Indianapolis; Sun Life Stadium, Miami Gardens, Fla.; Orange County Convention Center, Orlando, Fla.; Jacob Javits Convention Center, New York.  
**NEW BUSINESS:** 16 new clients in 2010 including Cobo Center, Detroit; Baltimore (Md.) Convention Center; Scotiabank Convention Centre, Niagara Falls, Ont.; Woodruff Arts Center, Atlanta; Columbus (Ga.) Civic Center; Roger Williams Park Zoo.  
**HIGHLIGHTS:** World-class events like MLB's greenest World Series ever in San Francisco, an all-Centerplate Super Bowl in 2010 and the Winter Olympics in Vancouver helped to catapult Centerplate growth in North America.

## CULINAIRE

**2100 Ross Ave., Ste. 3100**  
**Dallas, TX 75201**  
**(214) 754-1880**  
**www.culinaireintl.com**  
**FOUNDED:** 1994

**OWNERSHIP:** Privately held  
**STAFF:** Richard Gussoni, CEO; Bill Thompson, president and COO; Buz LaFrano, CFO; David Wood, senior vice president, Sales and Marketing  
**Annual Revenues:** \$100 million  
**EMPLOYEES:** 3,000  
**CLIENTS:** 40 accounts including Arlington (Texas) Convention Center; Fort Worth (Texas) Zoo; Morton Meyerson Symphony Center, Dallas.  
**New Business:** The Guthrie Theater, Minneapolis, and Kingston Plantation, Myrtle Beach, S.C.  
**HIGHLIGHTS:** The industry is trending toward "localvore" cuisine and high end dining. Food has become a passion of Americans and tastes are discriminating.

## DELAWARE NORTH SPORTSERVICE

**40 Fountain Plaza**  
**Buffalo, NY 14202**  
**(716) 858-5000**  
**www.delawarenorth.com**

**FOUNDED:** 1915  
**OWNERSHIP:** Sportservice is owned by Delaware North Companies  
**STAFF:** Jeremy M. Jacobs, chairman and CEO; Rick Abramson, president of Sportservice  
**ANNUAL REVENUES:** \$2.2 billion  
**EMPLOYEES:** 55,000 employees  
**CLIENTS:** 54 accounts, including New Meadowlands Stadium in East Rutherford, N.J.; Soldier Field in Chicago; TD Garden in Boston; Busch Stadium in St. Louis; Target Field in Minneapolis; Comerica Park in Detroit; Miller Park in Milwaukee; Petco Park in San Diego; Rangers Ballpark in Arlington, Texas; Nationwide Arena in Columbus, Ohio; HSBC Arena in Buffalo, N.Y.; St. Pete Times Forum in Tampa, Fla.; Bank of America Stadium in Charlotte, N.C.; Red Bull Arena in Harrison, N.J.  
**NEW BUSINESS:** In 2011, Sportservice begins operating two new accounts, providing food and retail services to the Baltimore Orioles at Oriole Park at Camden Yards and food service for the MLS Sporting Kansas City, Kan. team at the new Livestrong Sporting Park.  
**HIGHLIGHTS:** Delaware North Sportservice continues to expand its retail offerings for sports clients.

## LEGENDS HOSPITALITY

**614 Frelinghuysen Ave.**  
**Newark, NJ 07114**  
**(862) 902-5451**  
**www.legendshm.com**  
**FOUNDED:** 2008  
**OWNERSHIP:** Privately held  
**STAFF:** Mike Rawlings, CEO; Marty Greenspun, president; Dan Smith, COO; David Hammer, CFO; Michael Phillips, Sr. VP; Michael Bekolay, VP; Jon Muscalo, VP of Facilities; Chad Estis, president of Legends Premium Sales.  
**EMPLOYEES:** 6,500  
**CLIENTS:** Nine accounts including Yankee Stadium, New York; Cowboys Stadium, Dallas; George Steinbrenner Field, Tampa, Fla.; Scranton Wilkes-Barre Yankees, Moosic, Pa.; Camden Riversharks, Camden, N.J.; Lancaster (Pa.) Barnstormers  
**NEW BUSINESS:** Circle Line Cruises, New York; York (Pa.) Revolution.

**HIGHLIGHTS:** Legends Hospitality was formed in 2008 as a joint venture between Cowboys owner Jerry Jones and Yankees owner George Steinbrenner, Goldman Sachs and CIC Partners. The company now is in its third season of operation and has grown significantly by the signing of 6 minor league baseball facilities and the Circle Line cruise line in New York City. The company also operates a separate division, Legends Premium Sales, which is dedicated to assisting sports venues sell premium seating and other amenities. LPS also provides consulting services. LPS has contracts with the SF 49er's and the Rose Bowl to sell premium seating and has consulting contracts with many other sports teams.

**LEVY RESTAURANTS**

**980 N. Michigan Ave.  
Chicago, IL 60611  
(312) 664-8200  
www.levyrestaurants.com**

**FOUNDED:** 1978  
**OWNERSHIP:** Compass Group; traded on the London Stock Exchange  
**STAFF:** Larry Levy, founder and chairman; Andy Lansing, president and CEO; Rhonna Cass, COO; Bob Seiffert, Exec. VP and CFO; Alison Weber, chief innovations officer; Jeff Wineman, exec. VP for Business Development  
**REVENUES:** \$735 million in fiscal 2010  
**EMPLOYEES:** More than 24,000  
**CLIENTS:** 100+ accounts including Staples Center, Los Angeles; McCormick Place, Chicago; Churchill Downs, Louisville, Ky.; Lambeau (Mich.) Field; US Cellular Field, Chicago; Georgia World Congress Center, Atlanta; Georgia Dome, Atlanta; Chase Field, Phoenix; United Center, Chicago; Palace of Auburn Hills (Mich.); Kentucky Motor Speedway near Louisville; Xcel Energy Center, St. Paul, Minn.; Oklahoma City (Okla.) Arena; Aces Ballpark, Reno, Nev.; Nationals Park, Washington.  
**NEW BUSINESS:** Amway Center, Orlando, Fla.; T.D. Ameritrade, Omaha, Neb., and Silver Cross Field, Joliet, Ill.  
**HIGHLIGHTS:** Levy is the exclusive restaurateur of the Kentucky Derby, Louisville, and the U.S. Open of Tennis at Billy Jean King Tennis Center in Flushing, N.Y.

**LEVY HANDLED THE 2011 GRAMMY AWARDS AND NBA ALL-STAR WEEKEND EVENTS AT STAPLES CENTER IN LOS ANGELES.**

**OVATIONS FOOD SERVICES**

**18228 US Highway 41 North  
Lutz, FL 33549  
(813) 948-6900**

**www.ovationsfs.com**  
**FOUNDED:** 1995  
**OWNERS:** Comcast-Spectacor and Leisure and Recreation Consultants  
**STAFF:** Ken Young, president; Todd Wickner, COO; Steve Gregosky, Sr. VP of Business Development; Charles Lawrence, VP of Business Development; Tom Marchetto, senior VP of Strategic Markets; Doug Drewes, Sr. VP of Regional Operations; Mike Frost, regional VP; John LaChance, regional VP; Mark Healey, Regional VP; Charlie Neary, VP of Western Region; Nick Nicora, VP of Business Development, Western Region  
**REVENUES:** \$210 million in revenue in 2010  
**EMPLOYEES:** 12,000 employees  
**CLIENTS:** Over 100 accounts including the Rose Quarter, Portland, Ore.; Duke Energy Center, Cincinnati; Nashville (Tenn.) Convention Center; Jacksonville (Fla.) Municipal Stadium

**NEW BUSINESS:** Bethel Woods Center for the Arts, Bethel, N.Y.; Oklahoma casinos including Choctaw Broken Bow Casino; Choctaw Idabel Casino; Choctaw McAlester Casino; Choctaw Pocola Resort & Casino; Choctaw Stringtown "Route 69" Casino; Comanche Red River Casino, Devol; Comanche Nation Casino, Lawton.  
**HIGHLIGHTS:** Ovations is continuing its momentum in the casino industry. The concessions business is all about customer service and technology has become a key component, providing personalized service and critical fan data to be able to connect the dots.

**PROFESSIONAL SPORTS CATERING**

**1560 Sherman Ave. #950  
Evanston, IL 60201  
(847) 866-9889  
www.prosports catering.com**

**FOUNDED:** 2005  
**OWNERSHIP:** Privately held  
**STAFF:** Tom Dickson, CEO; Sherrie Myers, partner; Greg Rauch, COO; Jonathan Harris, CFO.  
**CLIENTS:** 12 minor league baseball clients include Lansing (Mich) Lugnuts; Great Lakes Loons, Midland, Mich.; Quad Cities River Bandits, Davenport, Iowa; Rancho Cucamonga (Calif.) Quakes; High Desert Mavericks, Adelanto, Calif.; and the Tulsa (Okla.) Drillers.  
**HIGHLIGHTS:** Professional Sports Catering has just signed a partnership agreement with Mandalay Baseball Properties. Business doubled from 2010 to 2011 and projected increases are quite aggressive.

**PROOF OF THE PUDDING**

**2033 Monroe Dr. NE  
Atlanta, GA 30324  
(404) 892-2359  
www.proofpudding.com**

**FOUNDED:** 1979  
**OWNERSHIP:** Privately held  
**STAFF:** Phil Noyes, president; Glenn Byron, VP/general manager; Guy Thompson, Sr. VP; Janice Wilmer, creative director; Vagn Nielsen, corporate executive chef; Ben Witte, VP Operations  
**ANNUAL REVENUES:** \$60 million  
**EMPLOYEES:** 1,500  
**CLIENTS:** 12 accounts including The Carter Presidential Center, Atlanta; The Gwinnett Center, Duluth, Ga.; the Georgia International Convention Center, College Park; Chastain Park Amphitheater, Atlanta; The Fripp Island (S.C.) Resort.  
**HIGHLIGHTS:** Proof of the Pudding is the official concessionaire of the Atlanta Beat of the Women's Pro Soccer League. The company is also continuing to make a push into the airline industry with several gourmet food concepts at the Atlanta airport.

**THE RK GROUP**

**PO Box 1361  
San Antonio, TX 78295  
(210) 223-2680  
www.thergroup.com**

**FOUNDED:** 1946  
**STAFF:** Greg Kowalski, president & CEO; Ken Holtzinger, executive VP; Jeffrey Magatagan, Executive VP  
**ANNUAL REVENUES:** Declined to release  
**EMPLOYEES:** 600  
**CLIENTS:** 19 accounts including the University of Texas Stadium in Austin; San Antonio Convention Center; Alamo Bowl, San Antonio  
**HIGHLIGHTS:** The RK Group has offices in central Texas and Phoenix.

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**We create memorable experiences for fans through**

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- Exceptional Quality
- Authentic Menus and
- Attention to Variety

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SAVOR...

300 Conshohocken State Rd  
West Conshohocken, PA 19428  
(610) 729-7900

www.savorsmg.com

FOUNDED: 1983

OWNERSHIP: A division of SMG

STAFF: Wes Westley, president & CEO; Shaun M. Beard, Senior VP

EMPLOYEES: 80,000 companywide

CLIENTS: 108 locations and special events including Van Andel Arena, Grand Rapids, Mich.; Moscone Center, San Francisco; Anchorage (Alaska) Convention Center; DCU Center in Worcester, Mass.; McCaw Hall at Seattle Center; BOK Center, Tulsa, Okla.; Jacksonville (Fla.) Veteran Memorial Arena; Manchester (UK) Evening News Arena; Albuquerque (N.M.) Convention Center; Hawaii Convention Center, Honolulu; K-Rock Centre, Kingston, Ontario; Toyota Grand Prix of Long Beach, Calif.; and The Plaza Theatre, El Paso, Texas

NEW BUSINESS: The Irving (Texas) Convention Center, Wilmington (N.C.) Convention Center and Wichita (Kan.) Wing Nuts minor league baseball club.

HIGHLIGHTS: Sustainability, local products, greater diversity, value improvement, nutritional information and commodity price increases are the trends to watch. Savor has emphasized local products, which might have been a nicety once, but is necessity today. Packaging is also a concern. Food service is about the entire experience.

SODEXO USA

90 South High Street  
Dublin, OH 43017

(716) 932-2912

www.sodexousa.com

FOUNDED: 1966

OWNERSHIP: Publicly traded on the New York Stock Ex.

STAFF: Jim Jenkins, campus division VP; Mark Watkins, VP ops, sports & leisure services; district managers: Paul Laky, John Bluck, Jerry Grefer, Brad Graybeal, Bruce Turner, Anne Rankin

REVENUES: \$1.4 billion for the campus services division

EMPLOYEES: 30,000

CLIENTS: 51 accounts including Southern Methodist Univ., Dallas; Columbus (Ohio) Crew Stadium; Value City Arena, Columbus; Peterson Center at the Univ. of Pittsburgh; Univ. of Texas, Austin; Auburn (Ga.) Univ.

NEW ACCOUNTS: University of Michigan, The Dell Diamond, Round Rock (Texas) minor league ballpark; Kansas State University, Manhattan

HIGHLIGHTS: Focusing on in-seat ordering, touchscreen ordering in the suites and other technology. New items include oversized sandwiches and burgers.

SPOTLESS FOOD SERVICES

350 Queen Street  
Melbourne, Victoria 3000  
Australia

+ (61) 3 9269 7600

www.spotless.com

FOUNDED: 1946

OWNERSHIP: Spotless Food Service's parent company Spotless Group is traded on the Australian Stock Ex.

STAFF: Josef P. Farnik, CEO and managing director; Andre Carstens, CFO; Tim Sexton, group GM for Food Services; Anthony Stevens, chief information officer; Michael Givoni, group general manager for Corporate Development

REVENUES: \$2.3 billion in revenue in 2009

EMPLOYEES: 14,000

CLIENTS: Operates in 1,200 locations throughout Australia and New Zealand. Clients include the Perth

Convention and Exhibition Centre, Melbourne Town Hall, Melbourne Cricket Grounds, Westpac Stadium in Wellington and Christchurch Convention Centre.

HIGHLIGHTS: In 2010, Spotless acquired Cleanevent, a cleaning company with revenues of \$140 million annually.

TREAT AMERICA

8500 Shawnee Mission Parkway, Suite 100  
Merriam, KS 66202

(913) 384-4900

www.treatamerica.com

FOUNDED: 1987

OWNERSHIP: Privately held

STAFF: John Mitchell Jr., president/CEO; Jim Mitchell, president of vending services; Bill Tellien, VP, dining services.

ANNUAL REVENUES: \$115 million

EMPLOYEES: 1,200 employees

CLIENTS: Nine clients incl. Beaumont (Texas) Civic Center

HIGHLIGHTS: Treat America acquired Swanson Corp. in 2007 and added several vending and food service clients in Indianapolis after that. Growth has trended toward vending and corporate food service.

V/GLADIEUX ENTERPRISES

3400 Executive Parkway  
Toledo, Ohio 43612

(419) 473-3009

www.gladieux-catering.com

OWNERSHIP: Privately held

STAFF: Bob Vita, VP of operations

CLIENTS: 20 clients including the new Huntington Center, Toledo, Ohio; and Toledo's SeaGate Convention Center.

HIGHLIGHTS: New items for the 2011 hockey season at Huntington Center included a gourmet burger stand. On June 3, Make a Wish Big Wish gala takes place at the arena, with cocktails and dinner for 400 guests.

The message is clear. 80 years and still growing strong.

The Warwind is Vibration-Free for More Floss from Less Sugar

GET THE FLOSS MACHINE THAT MAKES BIGGER CORES AT LESS COST

\$275.00

When you're selling smiles for almost a century, you gather a rich history of helping countless businesses increase their profits and their memories. Guess you could say, when it comes to concessions, we make none. On behalf of everyone here, thanks for your support. We look forward to partnering with you for many years to come.



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