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## THE NATIONAL BANK OPEN SET TO INTRODUCE REFRESHED CULINARY EXPERIENCE WITH THE ARRIVAL OF THREE RENOWNED PARTNERS

*The Montreal tournament aims to become a playground for foodies*

**[MONTREAL, QC] May 5, 2025** — As the National Bank Open presented by Rogers (NBO) reaches a major milestone on the court this year with the introduction of a new 12-day, 96-player main draw, the Montreal event will also significantly transform its culinary offering in 2025. The NBO is proud to announce the arrival of three renowned partners: **Sodexo Live!**, **Traiteur Brera**, and **Société Traiteur**, who will join forces to redefine the tournament's gastronomic experience.

With the goal of offering visitors of IGA Stadium a brand-new selection of options inspired by Montreal's rich culinary tradition and international standard of excellence, the tournament also aims to create a culinary journey that reflects its image, with a focus on excellence, the creation of unforgettable moments, while remaining diverse and accessible.

"We are very excited to launch new collaborations this year with Sodexo Live!, Traiteur Brera, and Société Traiteur," said **Valérie Tétreault**, Vice President of Communications and Professional Tournaments at Tennis Canada and Tournament Director for the Montreal event. "Each of these partners brings recognized expertise in their respective fields, and together, we are confident that our food and beverage program will set a new benchmark among sporting events in Canada."

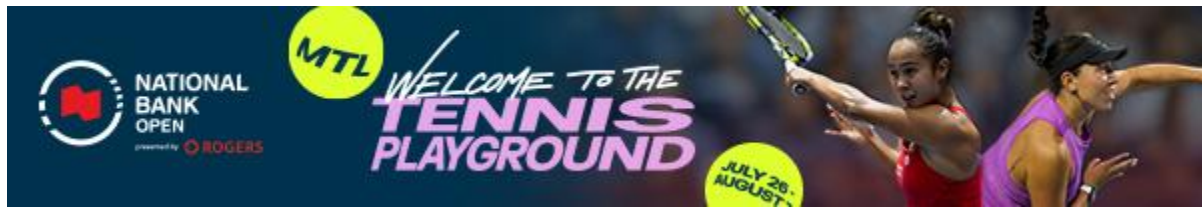
The collaboration with **Sodexo Live!** will be particularly visible to fans, as the organization will now be responsible for the food service programs on-site. Known for its expertise, Sodexo Live! has been involved in numerous major tennis events worldwide, including the French Open, the Australian Open, the BNP Paribas Open, and the Miami Open.

We're thrilled to kick off our first year of partnership with the National Bank Open in Montreal and bring our signature hospitality to this world-class tennis playground. We look forward to crafting unique and unforgettable moments through food and beverage that make every fan feel like part of the action," said Belinda Oakley, CEO, Sodexo Live!.

### **The Playground for foodies — A new key focus for the future**

While the tournament's refreshed food offerings begin in 2025, it's important to note that it will remain a priority for the event in the coming years. Following April's unveiling of the new brand identity, **The Tennis Playground**, the National Bank Open confirmed its goal of becoming the ultimate summer experience for fans, bringing the energy, excitement, and social spirit of the game beyond the court — and right to fans' taste buds.

"Montreal is globally recognized for its love of food and festive spirit. It was clear that our new identity had to also be reflected in our culinary offering," added **Ms. Tétreault**. "We want to become a true playground, not only for tennis fans but also for lovers of great flavours."



The full food and beverage menu will be unveiled closer to the event, but a few exciting new features can be shared with the public, including:

- **A new bistro overlooking the action:** For the first time, spectators will have access to a sit-down bistro with a terrace offering a direct view of matches on Rogers Court, providing a unique blend of sport and fine dining.
- **A brand-new grill area:** BBQ enthusiasts will be able to enjoy a wide variety of options in a new dedicated space designed for a relaxed and social experience.
- **Cocktails and craft beers take centre stage:** In addition to introducing a brand-new signature cocktail made from local ingredients, the event will also feature a selection of local craft beers and more!
- **More accessible offerings:** The tournament has always prioritized accessibility for the public and will double down on efforts to diversify food options across the IGA Stadium grounds, starting with the expansion of the highly popular ready-to-eat market.
- **New experiences from the grounds to the VIP lounges:** Revamped menus, new banners, and exclusive concepts in VIP areas, blending tennis traditions with the latest culinary trends.

### **Sustainability and local sourcing at the core of the approach**

In collaboration with its partners, the National Bank Open will also place significant emphasis on building partnerships with local producers and implementing strong sustainability measures. Last year, the NBO achieved a waste diversion rate of **71%**, thanks to its sustainability initiatives, and it aims to continue this progress, positioning itself as one of the most environmentally responsible events in sports.

While awaiting the full unveiling of the culinary program, fans can buy tickets for the National Bank Open in either city by following the links below: [Montreal](#) (WTA Tour), [Toronto](#) (ATP Tour)

### **About the National Bank Open presented by Rogers**

The National Bank Open presented by Rogers is a world-class tournament owned and operated by Tennis Canada. In 2025, the event enters a new era with an expanded 12-day format that features a 96-player main draw. As a Hologic WTA 1000 and ATP Tour Masters 1000 tournament, it will showcase the world's top tennis players in Montreal and Toronto from July 26 to August 7. The women's event, celebrating more than 130 years of history, will take place at IGA Stadium in Montreal. The men's event, celebrating more than 140 years of tradition, will be held at Sobeys Stadium. The National Bank Open presented by Rogers is the third-oldest title in tennis, behind only Wimbledon and the US Open. For more information and tickets, visit [www.nationalbankopen.com](http://www.nationalbankopen.com).

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