



BJCC Arena to feature Full Moon Bar-B-Que beginning Monday

Aramark, the full service catering company that serves as the food vendor for the Birmingham-Jefferson Convention Complex, has sealed a deal with local favorite Full Moon Bar-B-Que. Full Moon will take over the barbecue stand on the BJCC Arena concourse beginning Monday as the Alabama State High School Basketball tournament gets underway.

Aramark has partnered with the BJCC to provide food service in all complex venues since 2002. The BJCC complex hosts 2.5 million visitors annually for events, meetings and conventions.

“Every year we take new steps to improve our service to the complex’s visitors,” said Aramark Southeast District Manager Patrick O’Connor. “This year we are excited to be bringing some local flavor to the BJCC Arena. We think Full Moon will definitely be a favorite among Arena visitors.”

Guy Vanderman, general manager for Aramark in Birmingham, said Full Moon will be serving the restaurant’s barbecue pork and chicken sandwiches and their famous cookies. The restaurant may expand the menu to include ribs as the partnership develops, Vanderman said. He added that Full Moon will also be available at some of the trade shows in the BJCC exhibit halls.

Susetta Hunter, sales and marketing director for the BJCC, said she believes Full Moon will be particularly popular at events and day-time activities such as the upcoming state basketball tournament, which will fill the Arena Feb. 25-29, or the NCAA Men’s Basketball Final Four games which will be played at the BJCC March 21 and 23.

“Next week is a perfect time to launch this new partnership,” Hunter said. “We applaud Aramark for recruiting some local flavor to the Arena.”

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