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The Franklin Institute Launches Seravezza Events Elevating the Food & Beverage Experience

The museum will be a premier destination for memorable dining experiences at catered affairs and on-site food and beverage options while engaging the community's best talent and purveyors.

PHILADELPHIA – July 22, 2021 – The Franklin Institute and Levy, the industry leader in creating world-class hospitality at cultural destinations and attractions across the country, have partnered to create an elevated food and beverage experience at the museum. To bring this vision forward, the Institute and Levy have created Seravezza Events, which will serve as the exclusive hospitality team of The Franklin Institute. Seravezza will craft a food and beverage identity grounded in the museum's spirit of inquiry and discovery that guests will experience at the museum's café and eatery as well as through corporate events, weddings, and other social gatherings hosted at the museum.

"Levy brings an unparalleled national reputation for excellence to The Franklin Institute," **said Larry Dubinski, President and CEO of The Franklin Institute.** "The debut of Seravezza Events is an exciting new endeavor, creating a premier food and beverage experience and providing a host of fresh opportunities to explore across Philadelphia and the region."

"We're honored to partner with The Franklin Institute, which shares our same passion for innovation, discovery, and inclusivity," **said Andy Lansing, President and CEO of Levy.** "Through these shared values, we created Seravezza Events to grow a food and beverage experience that puts the community first, and sets a new standard for elevated hospitality at one of Philadelphia's true cultural gathering places."

Seravezza Events will bring the museum's mission into its food and beverage story. The unique Seravezza emblem is a nod to the spirit of inquiry and discovery embodied by Benjamin Franklin. At the same time, the Seravezza name, which comes from a noted marble-producing region of Italy and represents the type of marble of which the Institute's statue of Benjamin Franklin is crafted, signifies the vision for sophisticated yet adaptable hospitality.

Catering for corporate meetings and conferences, as well as weddings, galas, and other celebratory occasions will treat guests to memorable epicurean experiences with fresh local ingredients and modern presentations in a one-of-a-kind setting.

In The Eatery, the museum's central food destination newly redesigned with a modern aesthetic and a renewed focus on sustainability, guests can find locally sourced food options and an array of signature choices such as daily bistro bowls, harvest salads, and the Franklin Stove burger. The Café offers a smaller selection of convenient options and specialty items, including handmade soft pretzels, and will exclusively serve Philadelphia-based roaster La Colombe.

One core mission of Seravezza Events will be elevating The Franklin Institute as a premier destination for events of all types and sizes while providing opportunities and support for local businesses. Through a strategic partnership with Thompson Hospitality, Seravezza will create a community outreach plan to showcase Philadelphia-based minority-and women-owned businesses, and create a diverse and inclusive workplace. Thompson Hospitality is the largest minority-owned food service and one of the country's largest retail food and facilities management companies.

Seravezza Events will be managed locally and powered by the operational expertise of Levy, which serves guests at many of the country's top cultural attractions, including acclaimed museums, zoos, and aquariums. Among Levy's partners are ArtsQuest Center in Bethlehem, Pennsylvania, The Children's Museum of Indianapolis, Great Lakes Science Center, the Milwaukee Symphony Orchestra's new Bradley Symphony Center, Lincoln Park Zoo, Kansas City Zoo, Woodland Park Zoo, and more.

For more information about Seravezza Events, visit www.seravezzaevents.com

Note to Editors: [Seravezza Events Press Kit](#)

About The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. As Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.

About Seravezza Events

Seravezza Events is the dining and hospitality team serving guests at The Franklin Institute. Led by a group of skilled culinarians and hospitality innovators, Seravezza Events elevates the standard for catering at professional and social gatherings, including corporate meetings, conferences, and events, weddings, galas, and other celebratory occasions. Seravezza also oversees every aspect of dining at the museum, including its on-site eatery and café.