Bold Flavors Meet Hot Action: Kickstand Cocktails Partners with UBS Arena and the New York Islanders



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From puck drop to unforgettable bites, Kickstand brings its signature cocktails to an elevated arena experience where sports, food and entertainment come together.

BELMONT PARK, N.Y. (November 17, 2026) — Bold flavors. Big nights. Home-ice advantage. Kickstand Cocktails (www.kickstandcocktails.com), the award-winning line of craft vodka sodas founded by entrepreneur and sports journalist Darren Rovell and football legend J.J. Watt, today announced a multi-year partnership with UBS Arena and the New York Islanders, bringing its signature canned cocktails to some of the hottest action on Long Island. This marks the first NHL and arena partnership for the brand.

Launching Tuesday, November 17, at the New York Islanders game versus the Columbus Blue Jackets, Kickstand Cocktails will be available at arena concessions and in all the venue's premium spaces, giving fans a bold new beverage option for New York Islanders hockey, concerts and nights out at Belmont Park.

The partnership extends beyond the typical signage and hospitality and takes it to the next level with one-of-a-kind food pairings and recipes. Led by Delaware North Executive Chef of UBS Arena Ted Donnelly, the mastermind behind the viral Nerds Gummy Cluster Brie Grilled Cheese, will feature signature cocktails infused with some of Kickstand's four bold flavors, Raspberry Habanero, Pineapple Poblano, Peach Chipotle and Cucumber Jalapeño.

For Kickstand, the appeal goes well beyond any single game or concert. UBS Arena hosts a variety of events annually across unique programming that includes New York Islanders hockey, concerts, family shows and special events. Its diverse calendar, premium hospitality and place within Belmont Park's growing sports, entertainment and fashion campus give the brand opportunities to connect with different audiences throughout the year.

"One of the things that really drew us to UBS Arena is that it's so much more than a sports and entertainment venue — it's a culinary destination in its own right," said Elisa Baker, CEO of Kickstand Cocktails. "From innovative, elevated cuisine that goes far beyond traditional arena fare to the premium hospitality experiences and the shopping and dining surrounding Belmont Park, there's a real commitment to creating something special for every guest. That's exactly the kind of environment where Kickstand belongs. We're excited to bring our bold craft vodka sodas to a destination that shares our passion for delivering an experience that's anything but ordinary."

Kickstand will also serve as a supporting partner of the UBS Arena Belmont Stakes Pre-Party, with product and branding integrated into the celebration. Plans for influencer events, hospitality experiences and opportunities for appearances by Islanders alumni will create additional ways to introduce guests to the brand.

"We pride ourselves on giving fans the best guest experience when they come to UBS Arena, which includes our food and beverage offerings," said Kelly Cheeseman, President of Business Operations for the New York Islanders and UBS Arena. "Kickstand Cocktails brings bold flavors and fresh energy to our beverage lineup. From concessions and premium hospitality to fan engagement throughout Belmont Park, we're excited to welcome Kickstand to the experience we create for New York Islanders fans and concertgoers."

Kickstand Cocktails pairs premium vodka with fruit and a touch of spice to create its signature, bold flavor profile, each with 110 calories, zero carbs, no added sugar and 5% ABV. Kickstand is gluten-free and contains no artificial sweeteners.

The partnership builds on Kickstand's expanding presence across sports, hospitality and live entertainment, including collaborations with the Orlando Solar Bears, Orlando Pride and Orlando City FC, RFK Racing and Pabst Theater Group.

About Kickstand Cocktails
Kickstand Cocktails are bold craft vodka sodas made with premium vodka, fruit juice and all-natural refreshing flavors. Kickstand Cocktails contain 110 calories, no added sugar, zero carbs and 5% ABV in four clean flavors: Raspberry Habanero, Cucumber Jalapeño, Pineapple Poblano and Peach Chipotle. For more information visit www.kickstandcocktails.com and join the conversation on Instagram @kickstandcocktails.

About UBS Arena
Located in the heart of the expanding experiential destination of Belmont Park, UBS Arena is New York's newest premier live entertainment and sports venue. Proud home to the New York Islanders, the state-of-the-art arena was developed in partnership with Oak View Group, the New York Islanders and Jeff Wilpon, and has welcomed over 3 million guests and 350+ events with top artists from around the world since November 2021.

Built with fan-first amenities, inspired by the timeless elegance of New York and powered by state-of-the-art technology, the venue is made for music and built for hockey with clear sightlines and premier acoustics. UBS Arena is at the forefront of sustainability, achieving Zero Waste TRUE Silver certification in addition to its LEED Green Building Certification and carbon neutrality for operations.

UBS Arena is located just 30 minutes by LIRR from Grand Central or Penn Station and is easily accessible from across the region via mass transit or car. To plan your trip, please visit UBSArena.com/plan-your-trip. Keep in touch with us at UBSArena.com/updates or @UBSArena on Facebook, Instagram and X/Twitter.

About the New York Islanders
The New York Islanders Hockey Club is the proud winner of four Stanley Cup Championships and record nineteen consecutive playoff series victories. The Islanders play in the National Hockey League's Eastern Conference, and have eight players, two general managers and one coach inducted into the Hockey Hall of Fame.

The Islanders Children's Foundation has helped countless youngsters in need around the world since its inception. Donations are raised through the efforts of our players, management, and employees, along with our fans and partners.

UBS Arena is the team's state of the art home and features world class premium hospitality, great sightlines from every seat, and a loud and intimate bowl. Isles Lab, the official team store of the New York Islanders, offers fans traditional NHL merchandise, unique collaborations and exclusive products. Isles Lab is located inside UBS Arena or can be shopped online at IslesLab.com.

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