



KozPure Names Chef Math Food & Beverage Advisor for Dova Arena Project

The partnership brings hands-on hospitality expertise and financial strategy to Downtown Dova's food and beverage program

Rancho Cordova, California (September 24, 2026) – KozPure, the developer bringing Dova Arena and the broader Downtown Dova vision to life, today announced a partnership with Chef Math to serve as food and beverage advisor for the district. Chef Math will help shape the culinary strategy across Downtown Dova, advising on everything from venue and kitchen design to menu strategy, technology integration, procurement, and operations. The team was selected for its combination of hands-on hospitality expertise and the financial rigor required to operate at scale.

Across Downtown Dova, food and beverage will be treated as a defining part of the district experience, shaping how residents, fans, visitors, and businesses engage with the destination beyond individual events. Chef Math will help ensure culinary strategy is considered alongside the district itself, creating a cohesive approach to hospitality that can support the arena, surrounding restaurants and gathering spaces, and the broader vision for Downtown Dova as a place people return to.

“What makes Downtown Dova so exciting is the opportunity to think about food and hospitality from the very beginning, rather than something you layer in later,” said Chef Santana Diaz, Operational Architect of Chef Math. “We’re looking at how people will actually experience this district, from the arena to the restaurants and gathering spaces around it, and how we can build a culinary strategy that reflects the community, uses technology intelligently, and continues to get better over time.”

Diaz’s extensive experience spans the planning, opening, and operation of major sports, entertainment, and hospitality environments. His background includes opening NFL and NBA stadiums, contributing to MLS foodservice design, supporting MLB foodservice operations, executing an NHL Stadium Series inside an NFL stadium, and nearly a decade helping transform the food program of a major healthcare system. He has also led large-scale hospitality operations serving as many as 150,000 meals in a single day.

“This project is a once-in-a-generation opportunity to build a destination that serves this region in a completely new way, and that means being thoughtful about every part of the experience,” said Joshua Wood, CEO and Co-Founder of KozPure. “Santana brings an incredibly rare depth of experience across major sports venues, large-scale hospitality, and complex foodservice operations. Having that expertise involved this early gives us the ability to build a culinary strategy that is ambitious, practical, and designed to grow with the district.”

That experience will inform Chef Math's work across Downtown Dova, from foodservice and kitchen design to menu development, procurement, technology integration, and operational planning. The team will also help establish systems that allow the district to learn from each event, using customer and operational data to refine menus, service models, and the overall guest experience over time. Chef Math will work alongside the project's future foodservice operator to help build the strategy and infrastructure behind food and beverage operations across Dova Arena and the broader district. The goal is to create a program that can operate efficiently at scale while still feeling distinctive to Downtown Dova and the community it serves.

The group will also bring financial and strategic planning expertise to the project, developing models to inform investment, staffing, procurement, and long-term operations. Together, that culinary, operational, and financial approach will help position food and beverage as an integrated part of the Downtown Dova experience from the beginning.

The partnership reflects the larger vision for Downtown Dova as a sports-anchored mixed-use entertainment destination built to serve Rancho Cordova and the broader Sacramento region for generations. Anchored by Dova Arena, the district will serve as a new central gathering place bringing together sports, live entertainment, hospitality, restaurants, residences, hotels, experiential retail, and public spaces. Each element is being planned as part of one connected destination, creating a place where people can come for an event and have reasons to arrive earlier, stay longer, return often, and make Downtown Dova part of everyday life in the region.

For more information on the project and receive updates, please visit: <https://dovanow.com/>. To learn more about Chef Math, please visit: chefmath.solutions.

About KozPure

[KozPure](#) is a real estate development firm dedicated to creating transformative projects that bring communities together and drive long-term growth. With expertise in sports and entertainment venues, mixed-use developments, and land development, KozPure delivers projects that combine vision, innovation, and impact. From arenas and hospitality to retail and residential, the company focuses on building vibrant destinations that enhance the local economy and enrich community life.

About Chef Math

[Chef Math](#) is a foodservice advisory practice led by two practitioners, not consultants. Bart Madden and Santana Diaz bring more than three decades of hands-on experience, from stadium kitchens before dawn to boardrooms to pre-construction meetings where the right voice can change the outcome by millions. They are the people others call when the stakes are too high to figure it out on the job. Every engagement is built on the same principles: honest assessments over comfortable ones, numbers behind every recommendation, and no promise without a model to support it. No smoke. No mirrors.