

2011
SHOWCASE
& AWARDS

ASCOT

Raceday Experience

Paddock Bar and Grill



Objectives

- During Ascot's premier racedays outside of Royal Ascot, there were not enough restaurant facilities for the size of the crowd.
- Ascot was unable to afford the construction of a permanent facility. Therefore, a temporary facility was created in the Paddock area of the racecourse.
- Another key objective was to create an outdoor catering facility that encouraged racegoers to get actively involved in the cooking of the food, thereby creating a fun and convivial atmosphere and atmosphere - the perfect ice breaker!



Delivery

- The unique dining experience was situated on the Grundy and Bustino Lawn overlooking the Horsewalk and Pre-Parade Ring. During our summer race meetings outside of Royal Ascot, racegoers were able to enjoy a delicious meal cooked on their very own barbeque.
- Main courses were priced from £14 per person and the restaurant was open to all racegoers; i.e. both Premier and Grandstand Admission ticket holders.
- Ascot Racecourse partnered with Cole Henley Barbeque Tables to create a unique racecourse dining experience.
- The barbeque tables contain a custom designed gas fired barbeque, a fantastic way for racegoers to cook and eat whilst sitting together.
- The tables are made from a contemporary balance of steel and iroko wood. To produce a beautiful piece of garden furniture in its own right.



Results

- Well received by racegoers throughout the summer the Paddock Bar and Grill has served in excess of 1,400 diners and has received incredible feedback.
- “I attended King George Day at Ascot on July 23rd and myself and my guests ate in the BBQ area at the course. I wanted to email to let you know that the food was exquisite and the service was exceptional. The quality of the food was unbelievable and being able to cook it yourself made it even more perfect. All of my guests have commented that it is by far the best food that they have eaten at a racecourse and I would agree. Working for At The Races, I visit many racecourses in the UK and Ireland and this was the best place I have eaten and I would thoroughly recommend it to anyone, not just for the food but for the whole outdoor dining experience. I will definitely be back next year!”
- Menu planning is already underway for the 2012 season when the Paddock Bar and Grill will be open on at least 12 dates and maybe even for Royal Ascot!

