

2011
SHOWCASE
& AWARDS

Bath Racing and Events Food and Beverage

Bath Racing and Events Premier Grill

Enhancing Customer Experience



Objectives

- To provide a consumer offering which was of a higher quality than the mobile catering wagons on course
- To increase customer spend per head
- To provide a premier outdoor eating experience in the Premier Enclosure
- To provide variety for racegoers who wanted something to eat but not a sit down restaurant experience
- To create theatre within the Premier Enclosure
- To bring the racecourse into line with what was offered locally within Bath City centre



Delivery

- The team worked with our catering partner to design a BBQ style food outlet which had a fresh “market” feel to it.
- The team sourced products from local suppliers which were good quality and also provided a larger range products other than the standard burger meal
- Price points were kept competitive offering racegoers good value for money
- This area has a designated manager to ensure the queuing time is kept to a minimum as all food is cooked to order

Sample Menu

Homemade 35 day matured Beef Burger infused with course grain mustard served in a Focaccia roll with grated Bath mature Cheddar

£4.90

Spiced pork Cumberland sausage ring marinated in Bath Ales cider with Red onion Marmalade

£4.90

Cajun Spiced King Prawn Skewer

£4.50

Fresh fillet of river salmon with a lime, ginger and red pepper marinade served in a Focaccia roll with minted cucumber and fresh tomato

£4.95



Results/Anticipated Results

- Received fantastic feedback from racegoers and regular visitors to the course on improved quality of offering
- Average spend per head has increased by 10% year on year.
- Atmosphere and theatre in the Premier Enclosure has improved
- Customer Feedback post raceday has included some specific comments regarding this offering.:

“Great value, the burgers are of a really good quality – we thoroughly enjoyed the experience”

“The chef and team were so welcoming, all of the food was cooked fresh, we had a short wait but the team ensured that we were well looked after”

