

2011
SHOWCASE
& AWARDS

SANDOWN PARK Food & Beverage

The Brasserie



Objectives

1. To provide a new mid-range walk-in restaurant for customers that has a broad catering offer
2. To provide a more attractive, contemporary and inviting dining environment
3. To enable more customers to make use of this restaurant facility on race days
4. To increase revenue generated by this restaurant facility
5. To improve food service efficiency whilst ensuring quality is high
6. To provide a flexible facility that can be enjoyed by non-race day customers attending exhibitions, conferences and private events who are looking for a higher end catering offer

the brasserie

Delivery

- The existing kitchen facility was of particular concern being cramped, poorly laid out and featuring ageing appliances. A major priority was therefore to refit this area with new appliances (including a walk-in refrigerator, combination ovens, dishwasher, new serveries and improved extraction system), to expand the work space by knocking through to the bar area, and to redesign the layout for improved efficiencies.
- The restaurant environment was dramatically altered through extensive refurbishment. This included the removal of room separators and large plants, a new bright and reflective green and white colour scheme to tie in with Sandown Park's brand and contemporary light fittings. Space-saving bistro-style furniture was installed with the objective of reducing customer dwell times (as opposed to the former large armchairs on offer).
- The existing seafood menu was reviewed by the Sandown Park team and customer feedback requested and analysed. In response a new broader bistro menu was created, to include some of the favourite fish and seafood dishes alongside a selection of meat and vegetarian options.
- Pricing was also reviewed and agreed that it would continue at a mid-range level, with main courses retailing at between £12 and £20.
- The food and beverage offer was further diversified by the creation of a new 'Twinings Afternoon Tea' package for race days, costing just £4.95pp for a selection of Twinings Tea and cakes.
- A Costa Coffee machine was installed into the newly refurbished bar facility, along with appropriate branding.
- The project commenced in September 2010 and was completed within six weeks to be opened on 6 November



The former 'Fabulous Seafood' restaurant

Results/Anticipated Results

In relation to the six objectives outlined the following results were achieved:

1. The offer has been refreshed and diversified via a main bistro menu, Twinings Afternoon Teas package and Costa Coffee offering
2. The imagery on the former page versus the one below demonstrates the dramatic change in look and feel with a particular improvement in the sense of light and space enjoyed by The Brasserie.
3. The facility formerly accommodated 90 customers at one time, with a maximum of 160 covers taken on a premium race day. The new 'Brasserie' now accommodates 140 covers at one time (55%) with 288 customers taken on an equivalent race day (+80%). This is due to a combination of the maximised space and reduced dwell times.
4. The number of covers vastly increased on major race days 2011 vs 2010 (288 covers for Tom Jones Music Night vs 180 covers for Westlife)
5. By refurbishing the kitchen and maximising its layout service delivery has been shortened.
6. A wide range of non-racing events have experienced the benefits of The Brasserie, such as:
 - Exhibitions / large events including the Mary Howard Christmas Fair, Convergence Summit, MOD event & Triathlon. All have opened the restaurant to customers as a second offer alongside the existing Food Hall
 - 10 private parties have utilised it as a drinks reception facility on arrival
 - 16 conference clients have made use of the facility

Comments received from customers:

“The food service in the Brasserie was great, the facility is great and offers Really good value for money.”

“I had dinner in the Brasserie last night and thought the food was excellent, as was the service.”



The new 'Brasserie'