

2011
SHOWCASE
& AWARDS

YORK RACECOURSE

Food and Beverage

Initiative

Showcasing locally sourced food: The edible racehorse



Objectives

York's Sandwiches and salads are made daily on course

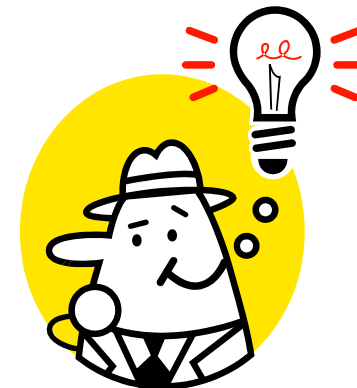


What we wanted to achieve:

- To communicate the freshly prepared, locally sourced, ingredients that are used in the food and drink operation at York Racecourse.
- To generate positive PR around the Ebor Festival
- To add a further sense of fun to a raceday
- To help drive spend on public catering
- To build on success of previous activity.

But how?.....

A racehorse made from food!



Delivery

- Yorkshire Sculptress Emma Stothard and Royal Opera House set designer Caitlin Jones were set the challenge of creating a life sized racehorse made from fresh, locally sourced, produce
- Finished sculpture exhibited on the main Weighing Room Lawn at the Ebor Festival
- Media invited to film the creation and fruition of the project
- Accompanying Press Release and clear on course signage explains the sculpture and the use of 300 Yorkshire Puddings (baked on site), 4 crates of Wakefield rhubarb, 5 kilos of Sandhutton potatoes, 2 barrels of Ampleforth apples, 3 sacks of Vale of York carrots, a heaped basket of Wetherby radishes, 20 punnets of Vale of York strawberries, 4 crates of mushrooms from Thirsk and 2 huge sacks of freshly harvested Wistow wheat and barley
- Racecard and menus also highlight the sculpture and the fresh, local food message.



Food and Drink Map feature in the racecard



Results/Anticipated Results

FOR BREAKING NEWS ONLINE thepress.co.uk The Press WEDNESDAY, AUGUST 17, 2011 3



THE PRESS

HUNGRY enough to eat a horse? Combining their talents, Yorkshire sculpture artist Emma Stothard and Royal Opera House set designer Caitlin Jones created an edible life-sized racehorse made from locally sourced food to mark today's launch of the four-day Ebor meeting. Standing nearly six feet high (that's 16 hands to racing enthusiasts), the sculpture is made from over 200 Yorkshire puddings, four crates of Wakefield rhubarb, five kilos of Sandhutton potatoes, two barrels of Appleforth apples, three sacks of Vale of York carrots, a heaped basket of Wetherby radishes, 20 punnets of Vale of York strawberries, four crates of manchesterons from Thirk and two huge sacks of freshly harvested Westow wheat and barley. "The work has been commissioned by York Racecourse Hospitality to mark their commitment to using seasonal, local produce to feed the some 100,000 race-goers expected to attend the Ebor festival. Keith Stewart, of York Racecourse Hospitality, said: "It's a whimsical notion, making a sculpture from fruit, veg and 200 Yorkshire puddes, but using local food as an art installation does have wider significance. We're exceptionally proud of our commitment to seasonal, local produce. A sense of fun is part of a great race day out."



Racegoers photograph the horse



FIVE A NEIGH: Fruit and veg feature heavily in the Edible Racehorse, seen with local produce promoter Jennifer Middleton. PICTURE: MICK COLLING

Punters' appetites whetted for the Ebor

Tom Palmer

SOME of the most famous horses in history have graced York Racecourse but arguably few will be as memorable as this six-foot thoroughbred at the Ebor Festival, which begins today. Made entirely from Yorkshire produce, the sculpture was commissioned to celebrate the region's finest fruit, vegetables and baking being served at the course. Called *An Edible Racehorse*, it was made by artist Emma Stothard and set designer Caitlin Jones using more than 200 Yorkshire puddings, four crates of Wakefield rhubarb, five kilos of Sandhutton potatoes, two barrels of Appleforth apples, three sacks of Vale of York carrots, 20 punnets of Vale of York strawberries, four crates of manchesterons from Thirk and a huge sack of freshly harvested Westow wheat and barley. Keith Stewart, managing director of York Racecourse Hospitality, said: "It's a whimsical notion, making a sculpture from fruit, veg and 200 Yorkshire puddes, but using local food as an art installation does have wider significance. We're exceptionally proud of our commitment to seasonal, local produce. A sense of fun is part of a great race day out."

YORKSHIRE POST

- Regional television and radio featured the sculpture AND its rationale, a Yorkshire Post front page, and twelve national outlets
- Public catering sales increased 20% year on year outstripping the 16% attendance increase
- Average spend per head rose 4%
- “Trended” on twitter, toppling “A level jitters” as most talked about topic
- Feature on Channel Four racing with fresh, local food rationale explained
- Many racegoers took photos by it and read the sign
- Added to overall experience in conjunction with Willow horse sculpture and equine art displays.