

SODEXO
ASCOT RACECOURSE, BERKSHIRE
JOINT VENTURE - 1711 BY ASCOT

CONTRACT

1993-2024

SERVICES INCLUDE

RETAIL,
HOSPITALITY
CATERING,
FULL HARD/SOFT FM
SERVICES

ACCOUNT REVENUE

£26M
(INCLUDES £3M PER
DAY AT ROYAL ASCOT)

- 45,000 fine dining covers across 25 fine dining restaurants & 220 private boxes
- 300,000 spectators served across 106 bars and food outlets at Royal Ascot
- We employ over 300 managers, 300 chefs and 3,000 frontline staff each day of Royal Ascot
- 50% of casual staff had worked at Royal Ascot previously
- 1,804 casual staff passed the Royal Ascot Ready Friday training programme
- Working with our sponsor partners

such as Moët & Chandon, Stella Artois, Pernod Ricard, Fever-Tree and Woodford
- Reserve to deliver perfect pours and signature serves.

COLLABORATION & INNOVATION

Chef collaborations, with eight Michelin stars between them, including Simon Rogan, Raymond Blanc, Phil Howard and Ollie Dabbous. We also continued our association with James Tanner who is also a Sodexo Ambassador. Sodexo staff also attend training at our celebrity chef's restaurants, such as Roganic with Simon Rogan and Le Manoir with Raymond Blanc.

Sodexo Exec Chef Gemma Amor named Event Chef of the Year UK in 2019.

To elevate the 45,000 freshly baked scones served with Highgrove estate preserves, Sodexo worked in partnership with Eric Lanlard and Claire Clark (three Michelin stars).

Our customers in our fine dining and hospitality boxes consistently scored us higher this year compared to previous years and both of our public restaurants (Windsor Grey's and 1768 Grill and

Tearooms) were fully booked for each of the five days.

Plant-based food and lifestyle dietary menus features prominently in 2019. Sodexo worked in partnership with Sarmado Sibley to devise menus for boxes.

We produced a food map to ensure all customer questions on dietary needs could be answered with confidence and with a choice of alternative options.

In 2019, we invested £50,000 into building Yeats Bar, with a beautifully engineered seating area. Sales increased by 124%. The ROI was built on a model of 2.5 years, if current trends continue, this will be reduced to 18 months.

ACCESSIBILITY & INCLUSION

Enhanced customer accessibility to the racecourse including menus printed in large format and braille. We provided hearing loops for those requiring them.

Many staff attended a dementia awareness and support training and we introduced the sunflower lanyard initiative to help customers with both visible and non-visible disabilities.

SUSTAINABILITY

We set a target to reduce the number of single use plastics in 2019 and introduced RECUP. The reusable cups are being used for all Ascot racedays, with 670,000 cups washed and reused over five days of Royal Ascot 2019 .

In conjunction with Ascot's water sponsor (Harrogate Water), Sodexo's waste management team have been able to ensure all the plastic PET water bottles we collect are sent to a specialist treatment plant. This provides the PET pellets Harrogate Water use to make their PET bottles. We continue to operate several segregated waste streams including food, glass, plastic PET, mixed recycling and non-recycling.

