



Ascot Racecourse Media Release
For immediate release, 17th September 2018

ASCOT RACECOURSE CROWNED WINNERS OF ‘STADIA & ARENA OF THE YEAR’ AT SPORTS & LEISURE CATERING AWARDS



On Wednesday 12th September 2018, Ascot Racecourse was presented with the Sports & Leisure Catering Award for ‘Stadia & Arena of the Year’ at an awards ceremony held at BAFTA London.

The awards recognise the in-house teams and caterers of some of the UK’s best-loved and iconic sporting venues as they put their F&B offering at the forefront of the customer experience. Some 200 guests packed out the famous Piccadilly venue for a night of congratulations with industry peers celebrating what is an extremely fast-paced and evolving sector.

Jonathan Parker, Ascot’s Director of Food & Beverage, commented: “As a business we recognise the importance of our food and drink products, alongside our racing, heritage and fashion pillars. In 2018 we introduced three new restaurant concepts to our Royal Ascot portfolio in response to customer feedback and have continued to grow our food offering and increase satisfaction with our racegoers. To be recognised as overall venue of the year, against The Etihad Stadium, The Genting Arena and The O2, is fitting recognition of the team’s hard work in delivering an exceptional standard at all levels.”

Sports & Leisure Catering magazine editor Joe Bill said: “We have really seen an evolution of the sports and leisure catering sector this year. The gap between the two ends of the spectrum has really shrunk, with the quality of grab and go retail dining available to general admission ticket holders improving considerably, while the emergence of a more tiered approach to corporate hospitality has made it available to more customers than ever before. This year we had entries from stadia, sports centres, galleries, racecourses, golf clubs and even air shows, proving just how diverse the sector is. Congratulations to all of our winners.”

For further information about Ascot Racecourse and its 26 annual racedays visit www.ascot.co.uk.

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