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Blooming marvellous champagne sales at RHS Chelsea

Sodexo Prestige had another great year at RHS Chelsea Flower Show. The exclusive Charity Preview Gala Evening held on Monday 18th May saw Sodexo serve champagne and canapés to the Royal Party which included the Queen and the Duke of Edinburgh as well as 5,000 assembled guests, including 1,200 dinners for the event's top corporate clients.

Throughout the course of the week long event Sodexo's 700 per day plus-strong team provided all of the public catering and the through the various outlets and restaurants located around the site. The visiting public were offered English strawberries and beef from Cornwall, this year Sodexo saw its cash sales rise by 4%.

Following its launch last year the Loch Fyne restaurant offering saw sales increase by 19% on last year with the biggest seller being the Loch Fyne platter comprising the best shellfish of the day typically; crab or lobster, shell-on langoustines, oysters, mussels, queen scallops, Atlantic prawns, brown shrimps, crevettes, squid, cockles and clams. And, most astonishingly, Champagne Bar sales were up by 33% year on year.

Throughout the course of the week the visitors to the show consumed:

- 18,000 sandwiches
- 8,000 baguettes
- 20,500 cakes and pastries
- 680 Cromer crab
- 716 beer battered haddock and chips
- 46,500 glasses of Pimm's
- 5,400 glasses of champagne
- 8,000 bottles of wine
- 32,789 teas
- 32,777 coffees

Sue Creed, event director for Sodexo Prestige said: "We are very pleased with sales at this year's show. The Loch Fyne concept continues to be a very popular choice. To ensure we maintain the high standards of catering the mystery shopper programme was of vital importance and we are pleased that the average score received over the week was 83%, an increase of 4% on last year."

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