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## A world class show: Royal Ascot

Sodexo is proud to have been the sole caterer at Royal Ascot, Windsor, for over 14 years, and to have a 40-year history with the world-famous racecourse.

### The racing event of the year

For five days every year, the racecourse hosts Her Majesty the Queen, the racing community and the public - and it's Sodexo's job to ensure that everyone is well catered for. Sodexo is also responsible for the design and execution of corporate hospitality packages, and their associated sales and marketing.

'It's the largest catering contract in Europe,' explains David Johnson, Sodexo. 'There are 270 private boxes, 15,000 hospitality customers and 50,000 race-goers catered for each day.'

Across the 179 acre site, 4,000 Sodexo staff - including 300 chefs - produce over 58,000 top quality meals in nearly 170 kitchens.

### Innovation in action

'We are proud of our catering record at Ascot, as well as our ability to create sales and marketing events and hospitality packages that shine,' explains David. 'We're always looking for ways to be creative and innovative. For example, Ascot is as famous for fashion as for the racing. We broke new ground by launching the live Royal Ascot Fashion Show as a hospitality package. World-class fashion designers like Philip Treacy and Vivienne Westwood preview their new season, and Ascot gets great publicity as the event is covered by the BBC.'

'Our success does not just rely on the traditional skills of a caterer,' says David. 'At Ascot, our longevity has been founded on innovation and a constant desire to improve the product.'

Another innovation which has been a real hit has been to introduce a nightclub, Bouji, on to the Ascot site on the Friday and Saturday night of Royal Ascot.'

### Exceeding expectations

'Another thing that makes Ascot special,' says David, 'is its audience. They are very demanding and expect a very high level of service. We regularly serve royalty - as well as high profile figures such as the chairman, the Duke of Devonshire, and FTSE 100 CEOs who own many of the boxes. We ensure these clients are kept happy by ensuring that very high quality standards are delivered - race after race.'

'The success of hospitality at Ascot is measured through feedback forms and we receive between 750 and 1000 each year. These measure everything from the efficiency and friendliness of staff, to the standard and presentation of the food. It's a good way for us to monitor the client experience, and it's very rewarding as over 93 per cent of our service and food receives scores of "outstanding" and "exceeds expectations". It is a very fluid relationship, with a strong emphasis based on trust, and one of which we're very proud.'

### Sodexo services:

Catering and hospitality including:

- Hospitality areas
- Clubs
- Private dining
- Restaurants
- Boxes
- Corporate hospitality packages, including sales and marketing