

BaxterStorey Strikes New Partnership with Cambridge United Football Club

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BaxterStorey has launched a new hospitality offer at Abbey Stadium, the home of [Cambridge United Football Club](#).

Introducing an exciting and innovative offer to players, colleagues, corporate customers and fans, the caterer's expert culinary team will ensure nutrition is at the heart of the menu to support player performance and wellbeing.

Alongside freshly made soups, fans and players can look forward to delicious seasonal dishes, including sticky Korean chicken with steamed Asian greens and cumin fried rice, and turkey meatballs with nut free pesto penne, homemade garlic bread and Caesar leaves.

With BaxterStorey's experience working with elite sporting venues, including Aberdeen Football Club and Somerset County Cricket Club, it will provide a range of hospitality provisions at Abbey Stadium, in addition to player nutrition. Match day hospitality within the Club's Executive and Signature Suites will include the likes of ham hock terrine with caperberries and shallots, slow cooked beef shin croquette with root vegetable dauphinoise, and British raspberry and bitter chocolate tart

The existing food outlet available to fans at the 8000-capacity stadium has been revitalised with a creative street food offer, such as buttermilk chicken with chimichurri rice and maple BBQ sauce, putting food and beverage front and centre of the stadium experience.

Following the announcement, Cambridge United FC's CEO, Ian Mather, said: "We chose BaxterStorey based on their experience with other football clubs and similar organisations. We wanted a long-term partner to develop our player feeding programme and help us elevate the fan experience. They have

integrated quickly within the club, and we will work with them to engage with fans to deliver something for everyone, including reducing queues at busy times.”

BaxterStorey’s Regional Managing Director, Peter Kent, added: “We’re excited to bring our innovation and creativity to Cambridge United FC. Our chefs understand the important role that food plays in peak athletic performance and have plenty of ideas about how to bring nutritious, delicious dishes to players, members, and fans.

“With a genuine passion for the game, we are looking forward to bringing these ideas to life and working with the Club to redefine the food and beverage offer at the Abbey Stadium.”

Image credit: BaxterStorey