

Ascot Racecourse renews contract for another decade

3 years ago



[Sodexo Live!](#) and Ascot Racecourse have extended their venue partnership for a further 11 years.

Since 1998, the company has provided catering and hospitality services at the racecourse and has taken pride in creating exceptional experiences for racegoers all year round.

As part of the new contract, it will be introducing several new initiatives. These are focused around several key pillars that are close to both organisations, including empowering their people, protecting the planet and innovation in food.

The initiatives include:

- Ascot Hospitality Academy – The industry leading hospitality academy will allow colleagues at Ascot the opportunity to improve their technical, service, and operating skills. The structured training programme will support career development and progression while also attaining industry recognised certifications across a range of disciplines.
- Royal Ascot pop ups and lounge menu – Sodexo Live! will support Ascot in the growth, development, and expansion of its Royal Ascot brand by showcasing Royal Ascot's signature food and drink offering in the company's venues and airport lounges in key global markets through a range of pop up offers and Royal Ascot items on menus.
- Sustainability – As a committed partner of Ascot's sustainability initiatives, the company has pledged to support a wide range of projects, including reviewing all food and drink offers to mitigate impacts on the planet, support biodiversity and habitats, and continue to manage waste and recycling as a

0% to landfill venue.

- Food and Wine Festival – the company and Ascot are working together to develop a leading food and wine festival to support a race weekend within the annual racing calendar. Programming for the event will include food pop-ups for national and international restaurants, masterclasses hosted by celebrity chefs, artisan food producers, and sustainable product lines.

One of the highlights of the venue partnership is Royal Ascot, which has been the pinnacle of the British summer social calendar for centuries.

Each year, the company's team pushes the boundaries of fine dining and food to deliver the best in hospitality and retail, with Royal Ascot racegoers able to dine on exquisite menus from Michelin-starred chefs. Royal Ascot 2023 offers a truly stellar line-up with a collective 10 Michelin stars, 2 Green Michelin stars and 28 AA Rosettes.

With thousands of racegoers each day at Royal Ascot, the company recruits and manages over 3,000 team members and maintains high service standards through its award-winning training academy.

Royal Ascot 2023 – which runs from 20-24 June – is set to be one of the most special yet. It will both celebrate and remember Her Majesty Queen Elizabeth II's love of horse racing and welcome the reign of His Majesty King Charles III.

Sodexo CEO Rebecca Kane Burton said: "Renewing a contract of this scale with one of the world's most prestigious sporting venues is huge testament to the commitment and passion that the teams bring to this enduring partnership.

"We are delighted to be embarking on the next leg of our journey towards true innovation and forward-thinking delivery with the team at Ascot Racecourse.

"With Royal Ascot just round the corner, we are excited to launch fresh concepts and welcome new partners in fine dining. We aim to always push the boundaries in food and create memories that will last a lifetime.

"All credit to the Sodexo Live! and Ascot teams who will once again collaborate to create best-in-class moments around the hallowed race track. Each and every one of us are also proud to be working on the first Royal Ascot for our new monarch King Charles III."

[Sodexo Live!](#) operates at Ascot under the 1711 By Ascot brand as the dedicated in-house catering division of the racecourse, the 1711 By Ascot team delivers world-class food, beverage and service across both racedays and events throughout the year.

1711 By Ascot managing director Jonathan Parker said: "Sodexo Live! has been providing catering services at Ascot since 1998 and has once again demonstrated that it remains best equipped to provide the unique quality and range of hospitality expected by visitors to Ascot.

"I want to express my gratitude to the Sodexo Live! team for everything they have delivered to date. We are excited to continue working in partnership in this new long term joint venture."