

BaxterStorey on board as new food and beverage provider

3 years ago



Wycombe Wanderers are excited to launch a brand-new catering operation across its Adams Park stadium with the appointment of BaxterStorey as the club's new food and beverage provider.

One of the leading hospitality businesses in the country, BaxterStorey will work with the club to handcraft its food and drink offering across matchdays, club events and private hire events at the stadium, bringing its love for food, experience, and expertise of working at sports venues including Cambridge United's Abbey Stadium, Aberdeen's Pittodrie base and the County Ground, home of Somerset County Cricket Club.

With a commitment to delivering high-standard, locally sourced and wide-ranging food options, BaxterStorey will revitalise the club's hospitality areas and in-bowl food outlets by fuelling its menus with a mix of flavour and nutrition, as well as working with carefully selected pop-up and street food vendors in the Chairboys Village.

Guests at the forthcoming season launch party, to be held at Adams Park on Saturday 8th July exclusively for fans who waived their season ticket refund in 2021, will be the first to sample the new food offering, and be able to offer feedback.

BaxterStorey will be reintroducing chips to the kiosks in the Frank Adams Stand and will also offer flavour-bursting meal deals across the stadium, providing fantastic value for money, with a range of traditional hearty pies – carrying the Wycombe Wanderers crest on the pastry – being sourced from the well-renowned Piglets Pantry, who supply several sports venues across the country.

Fans in the Caledonian Suite and Monty's bar will be able to purchase food on matchdays, with a different menu each week.

But alongside the changes, BaxterStorey is thrilled to have retained the partnership with the popular Rebellion Brewery in Marlow, whose beer will continue to be poured at Adams Park, while many of the same familiar faces in the club's catering team will be returning to work with the new company.

Neil Peters, the Head of Business Operations at Wycombe Wanderers, said: "This is a significant step forward for us and we're delighted to bring BaxterStorey on board to revamp our catering operation across the whole stadium.

"Food and drink play a huge part in fans' enjoyment of matchdays at Adams Park and are also integral to the success of our club events and the hundreds of private events that we host here at the stadium each year.

"BaxterStorey has a fantastic reputation at other venues, some of which we have experienced for ourselves, and we have been extremely impressed with the quality of their products and the standard of their service. We look forward to showcasing what they have to offer when we welcome fans back to Adams Park in pre-season and throughout the months and years that follow."

Regional Managing Director at BaxterStorey, Peter Kent, said: "We are excited to partner with Wycombe Wanderers and to infuse our fervour for food and flavour into an exquisite experience for their supporters throughout the season.

"We are proud to be shaking up the menu by introducing a delicious selection of cuisines, ranging from Asian, and Mexican to the best of British, giving customers a round-the-world offering on their doorstep."