

## Sodexo Live! delivers memorable experiences to more than 2.6 million guests during action-packed summer season

2 years ago



This summer more than 2.6 million customers received memorable food and hospitality experiences from [Sodexo Live!](#) at some of the UK's most iconic music, cultural and sporting moments.

[Sodexo Live!](#) provided catering and hospitality services to eight high-profile events, mobilising over 7,000 employees during the summer months.

Kicking off the season was Eurovision 2023, hosted on behalf of Ukraine by Sodexo Live!'s venue partner, the ACC Liverpool Group at the M&S Bank Arena Liverpool. Hospitality and catering were provided by Sodexo Live! at the nine live shows to the 60,000 attendees. In addition to creating a dedicated food offer with Ukrainian-inspired dishes, Sodexo Live! also worked with the Liverpool Zero Waste Community to deliver pallets of surplus food to families, schools, children's groups and care homes across Liverpool and the Wirral.

A partner to Ascot Racecourse since 1998, Sodexo Live! continued to push the boundaries of fine dining and food at this year's Royal Ascot, the pinnacle of the British summer social calendar. The 300,000 racegoers were able to experience the best in hospitality and retail throughout the week, with exquisite menus crafted by Michelin-starred chefs, serving a total of 45,000 meals.

Marking the 25-year partnership with Ascot Racecourse, this year's event also commemorated Her Majesty

Queen Elizabeth II and celebrated the reign of His Majesty King Charles III. It was one of their most successful yet with a record-breaking 15,500 fine dining covers delivered on the Thursday of Royal Ascot week.

For the 184<sup>th</sup> edition of the Henley Royal Regatta, Sodexo Live! served over 2,500 guests across some of the most iconic hospitality venues overlooking the River Thames, such as the picturesque yet relaxed Fawley Meadows lounge and restaurant, the picnic enclosure, riverside chalets and Temple Island.

Summer didn't stop there for Sodexo Live!, at Headingley Stadium in Leeds, 89,000 guests were catered for at events including the England vs. Australia third test match of the Ashes. This was followed by the 16<sup>th</sup> edition of Rugby Football League's Magic Weekend held at St. James' Park, home to Newcastle United FC, gathering some 60,000 fans to enjoy magic sporting moments.

Music lovers also received memorable experiences thanks to Sodexo Live!'s talented teams, serving 50,000 concertgoers at St James' Park again during chart-topping star Sam Fender's concert in June. Across the border, Hampden Park hosted legendary band the Red Hot Chili Peppers at Scotland's national stadium in July.

August also saw the start of the football season, with teams coming into action across the stadia Sodexo Live! is a venue partner for.

In its North West clubs, it saw the introduction of some classic British dishes with a modern twist at Blackburn Rovers FC, Preston North End and the DW Stadium Wigan, while at Brighton and Hove Albion Sodexo Live! launched its Tunnel Club, allowing fans to experience matchday activity up close. September saw the highly anticipated friendly with the 150<sup>th</sup> anniversary match of England vs Scotland at Hampden Park. Sodexo Live!'s team of experience makers provided hospitality and catering for the sell out 50,000 crowd.

So far more than 1.5 million football fans have enjoyed some Sodexo Live! hospitality with many months of the season still to come.

To deliver all of these events Sodexo Live! employed an additional 1,500 staff this year with roles ranging from chefs to bar managers, cleaners and front of house staff, kitchen porters and supervisors. It also launched its new People Ambition, committing to providing employees with a high level of support, purpose and inclusion, as well as allowing each and every one to thrive in their career.

Rebecca Kane Burton, CEO at Sodexo Live! UK&I, said: *"This summer has been incredible for all of us in Sodexo Live! where the team have helped deliver some of the most high profile events in the UK's enviable social calendar. From Royal Ascot to music royalty and the Ashes to Eurovision, the moments we create are magical – and the sheer variety and range of events allows our teams to demonstrate their flair & creativity.*

*"I'm incredibly grateful to our teams who continue to go above and beyond, delivering lifelong memories for all of our guests whether they are partaking in a live show, sporting event or simply indulging in a foodie moment.*

*"As autumn beckons and we continue to plan for a busy Christmas events season, I look forward to seeing*

*the teams in action as they lead the charge to a momentous end to 2023. Hospitality is back with aplomb!"*

Sodexo Live! continuously delivers unforgettable experiences for thousands of customers throughout the year, across a total of 47 venues.