

Amadeus delivers £3m of sporting contracts in 2023 including two wins

3 years ago



The arm of national catering company, [Amadeus](#), responsible for the delivery of standalone event catering, has hailed a summer of success having been awarded two prestigious sporting catering contracts in Scotland.

The first contract was the successful signing of a £2m, multi-year agreement with DP World Tour, to deliver all hospitality and tournament catering requirements at the Genesis Scottish Open from 2023 to 2026.

Taking a bespoke approach to event catering across the four-day event and looking after a cross section of the tournament within several different structures, *Events By Amadeus* bring more than 45 years of expertise and exciting innovations to the open.

This year's collaboration saw *Events by Amadeus* working closely with renowned chefs Tom Kitchin and Mun Kim to deliver breakfast, a Scottish x Korean fusion menu, afternoon tea, bowl food and drinks receptions at Scotland's most prestigious golfing event of the year. At the event, the team delivered over 2,400 covers for VIP hospitality guests, caddies and media, as well as an array of peripheral catering.

The second contract awarded was for a one-off World Cycling event in Glasgow and saw *Events by Amadeus* deliver a selection of high-quality catering solutions in summer 2023 for various client groups, including the championship family and hospitality clients.

The contract represented a significant opportunity for *Events by Amadeus* to further showcase their innovative and multi-client group catering solutions to an international audience.

The two Scottish contracts demonstrate the team's continued commitment to delivering exceptional food

services at high-profile sports events across the UK. Most recently, the team celebrated success at a Women's Open tournament, where they catered for hospitality guests, the sponsor pavilion, media dining and concert headliners catering. The team marked their 25-year relationship with the client in 2023.

Across the summer, the team travelled over 3000 miles and catered to over 75 events throughout June, July and August, including five high-profile sporting events. Over the five sporting tournaments, *Events by Amadeus* served 11,250 players, athletes and their entourages, 18,000 tournament staff and volunteers, and 11,500 hospitality covers.

Sam Bates, Event Director at *Events by Amadeus* said: "Amadeus does not believe in a "one size fits all" approach, so whether we're catering for the public outside at live sporting event or delivering a premium fine dining menus for sports stars and guests, we provide tailored, high-quality solutions for every client and need.

"Taking a bespoke approach to event catering in the sports world, come rain or shine, is the team's forte. Catering at outdoor and sporting events provides a unique set of challenges, however, it's a challenge *Events by Amadeus* always welcomes.

"We're so proud - to not only mark longstanding relationships of over 25 years - but to also grow the business across the UK's sports sector."

Menus boasts an array of creative catering options for event organisers to ensure memorable food experiences, with options available for every dietary need. Planning is made simple thanks to a seamless relationship between the event organiser, and Amadeus.