

Newbury Racecourse Unveil New No & Low Alcohol Lounge Ahead of Biggest Ever Weekend of Music

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A brand-new no and low alcohol lounge – developed in partnership with Thatchers and Lucky Saint – will open at [Levy](#)-catered partner site, Newbury Racecourse, this week.

The new lounge – named Bar None – will be available for racegoers to enjoy during the Racecourse’s first ever back-to-back music racedays with Björn Again taking to the stage live after racing on Friday 15th August before Clean Bandit arrive as part of Visit Malta Hungerford Day on Saturday 16th August.

A wide range of beverages will be on offer at Bar None, with both Thatchers and Lucky Saint’s impressive product ranges available for racegoers to enjoy as public appetite continues to grow with demand for low and no alcohol drinks up 32% year-on-year in Q1 of 2025.

In addition to Thatchers and Lucky Saint’s low and no alcohol offering Bar None will also be serving a wide array of soft drinks, including freshly made smoothies and milkshakes, alongside Wild Idol’s alcohol-free sparkling wine and a premium sparkling pressé range from Heartease Farm.

Bar None is Newbury’s latest endeavour to increase the breadth and quality of its beverage provision while providing a new space for those looking for a relaxed lounge experience and follows the launch of the Racecourse’s own lager earlier in the year.

Shaun Hinds, Chief Executive at Newbury Racecourse, said: *“We’re constantly endeavouring to provide those who spend time with us as much choice as possible. It’s clear from public sentiment that the desire to consume no and low alcohol products is increasing and the opening of Bar None is an exciting step in*

the Racecourse embracing this appetite. We'd like to take this opportunity to thank Thatchers and Lucky Saint for their support and look forward to offering their impressive product ranges in Bar None."

James Palmer, Head of On-Trade at Thatchers Cider said: *"Nothing beats a cold, refreshing pint of cider on a thrilling race day. Thanks to Newbury's forward-thinking approach, racegoers looking to moderate can now enjoy every moment without compromising on taste. We're proud to have Thatchers Zero's, a crisp, full-bodied cider, pouring at Bar None and can't wait to raise a pint with fans at the next event."*

Will Snowden, On-Trade Director at Lucky Saint, said: *"It's great to see Lucky Saint on draught at Newbury Racecourse, and speaks to their commitment to provide an inclusive offering as demand continues to grow. I'm looking forward to seeing Lucky Saint in the hands of fans at the races this weekend and beyond."*

The Racecourse has introduced several new initiatives to improve the quality and affordability of its food and beverage provision, and the early signs are positive with racegoer satisfaction up nearly 10% since the series of changes began.

Newbury's efforts to make its racing experiences more affordable aren't limited to just food and drink with racegoers having saved more than £300,000 on tickets to this summer's music racedays courtesy of significant discounts for booking early.

Following this weekend's action Newbury Racecourse's biggest ever summer of music rounds out on Saturday 20th September with BRIT-award winner James Bay performing live after racing on Dubai Duty Free International Weekend – discounted tickets are available until 11:59pm on Friday 29th August.