



Jockey Club Catering

Food & Beverage during the
Randox Grand National Festival
2025

Showcase
& Awards
2025



Proudly partnered by



Racing
Together

future ticketing



Objectives



As Jockey Club Catering, one of our biggest ambitions for the Randox Grand National was to reimagine the event as more than a racing festival. We aimed to transform it into a destination that combined world-class sporting spectacle with an exceptional culinary experience, offering something for every visitor, from casual racegoers to hospitality guests.

In a crowded events marketplace, we sought to innovate by creating a “food festival within a festival.” This meant delivering a dining journey that was accessible, inclusive, and elevated at every level. Our approach was informed by consumer insights and trends, including the growing popularity of urban food markets, the demand for plant-based and sustainable options, and the desire for greater choice, quality, and provenance in food and drink.

The objectives of this project were to:



Increase Spend Per Head: Achieve a measurable uplift in individual visitor spend through strategic F&B offerings, promotions, and diverse dining options, targeting at least a 5% increase YOY.



Introduce Innovative Dining Destinations: Launch two new concepts to reflect current trends in urban food culture, including pop-up food markets.



Champion Local Suppliers: Showcase the best of Liverpool and the wider North West region, supporting local producers and reinforcing regional culinary connections.



Promote Sustainability: Embed sustainable practices throughout the festival, including plant-based menu options, eco-friendly packaging, reusable cup systems, and no-/low-alcohol offerings.



Enhance Visitor Experience & Engagement: Create a welcoming, inclusive festival environment with dining options for every taste, dietary requirement, and budget, while boosting engagement through targeted promotions and interactive experiences.

Delivery



By introducing Box Park and Peach Pubs', we broadened dining options for every taste and budget, from street food and pub classics to fine dining Hospitality, plus traditional race-day food vans like Fordhall Farm, a family-owned business and Oh So British from Crosby. Brand partners such as Revolution, Rekorderlig, Madri and Pravha also activated spaces, enhancing the visitor experience and making sure there was something for everyone.

- **New arrival BOX PARK**, known for pop-up food markets, showcased Liverpool's local food scene on the course leaning into that consumer insight that the rise of popular food markets such as the Baltic Market, and Duke Street Market. Vendors like Yum Cha, Flying Cow, and Yoki Street Social served bao buns, salt & pepper chicken, loaded fries, and more. All were local suppliers, supporting the regional food community, while DJs and live acts created a lively atmosphere.
- **New arrival The Rose & Crown** from Peach Pubs offered a classic sit-down pub experience, serving favourites from fish and chips to 8oz steak with fries and rocket. Meat and poultry came from Aubrey Allen, the king's butcher, ensuring top quality meat. The traditional pub setting was brought to life by live Irish music, creating a welcoming atmosphere for racegoers.
- **Guests enjoyed fine dining at hospitality spaces.** Hospitality menus were 25% plant-based, and all 20,000 on-site desserts were fully plant-based, combining sustainability with high culinary standards.
- **Environmental and inclusive initiatives were embedded throughout the festival**, with Nopla seaweed-based packaging, a reusable one-cup system in Red Rum Garden, and gluten-free options at all concessions. No- and low-alcohol offerings included Madri 0.0 sampling, non-alcoholic drinks at every bar, and free water stations, reflecting a commitment to sustainability and accessibility.
- **Local suppliers were integral to the festival's culinary quality.** Ribble Farm supplied fruit and veg; Lake District Farmers provided meat; Mrs B's in Rainford (just 10 mins away) supplied edible flowers and leaves. These collaborations reinforced regional connections and supported local businesses.
- To make the festival more inclusive, we introduced value for money offers, so visitors of all budgets could enjoy the experience, including 20% off in the first hour across all F&B, £10 off Prosecco on Ladies' Day, and £10 off Champagne on Grand National Saturday.

Results

- **Box Park Success:** The new pop-up food market area outperformed expectations, contributing **£183,000 YOY** compared to the previous year's food village. This demonstrates strong visitor engagement with new culinary destinations on-site.
- **Retail Sales Across Site: +9.5% YOY**, reflecting increased overall spend and appeal of the new offerings.
- **Red Rum Garden Sales: +10.6% YOY**, highlighting the success of refreshed food and drink spaces.
- **Spend per Head: +6.2% YOY**, showing that promotional strategies and attractive offerings drove higher individual spend.



Offer Performance & Visitor Engagement

- **£10 Off Prosecco (Ladies' Day):** 82% of prosecco sales were driven by the offer, significantly boosting engagement and consumption.
- **£10 Off Champagne (Grand National Saturday):** Champagne sales increased by **32%**, demonstrating the effectiveness of targeted promotions on peak event days.
- **20% Off F&B (Early Hours):** Basket size increase across the 3 days including **63% (Day 1), 64% (Day 2), and 60% (Day 3) YOY**, showing that early-bird discounts successfully encouraged higher spend.



Hospitality Satisfaction

- **Score: 57** – reflecting strong positive reception of high-quality food and service. This demonstrates that premium and plant-based options are well-received by guests, reinforcing the value of quality, sustainable dining experiences.



Supporting Information

Testimonials:

“BEST RACEDAY EVER!! I have never seen so many people at Aintree, and most importantly never experienced such an incredible atmosphere at a racecourse as witnessed on Friday. The collaboration with high street brands such as Revolution Bars Group PLC , Peach Pubs , & BOXPARK was genius and added something truly special to the customer experience.” - **JAMIE MCGOWAN – POD DIRECTOR – THE REVEL COLLECTIVE**

The sun was shining,the cocktails were flowing and the crowds? Huge! With sales up 29% vs last year, a brand presence that cut through the noise & cocktails that delivered on flavour, fun, and pure Aintree energy” - **LAURA**

NASH - – SR CUSTOMER ACTIVATION MANAGER MCBC

Link to Guide post exploring food activations before the Grand National [here.](#)

