



Showcase & Awards 2025

The Sparkling Seafood Package Food and Drink Ayr Racecourse



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Objectives



At Ayr Racecourse we pride ourselves on our premium hospitality and more recently our excellent café offerings. However, through customer feedback, internal reviews, and booking data, we identified a gap in our food and drink experience — something in between the café and full hospitality for racegoers seeking an elevated, yet more casual, culinary experience.

With the arrival of our new head chef, Iain Conway, in late 2024, we saw an opportunity to create a distinctive new offering that reflected both his vision and our commitment to using local produce. The objective was to create a high-quality, locally sourced food package that felt indulgent yet accessible — turning underutilised space into a premium, mid-tier experience.

The Sparkling Seafood Package was developed as an innovative sharing experience for two, designed to bring a sense of premium, relaxed luxury to the racecourse. At its heart was a beautifully presented seafood platter featuring locally sourced Scottish produce, much of it caught in Ayrshire waters, offering guests a true “sea-to-plate” experience.

Key elements included: A bottle of Prosecco, House Champagne, or Moët, providing flexible price points and elevating the experience. Club badges, a reserved table with excellent views of the parade ring, and access to a private bar and betting facility, ensuring guests felt exclusive yet comfortable. We also themed the spaces for those all important touch points and photo opportunities.

Key Objectives:

- Launch a new premium food package tailored to modern, casual dining expectations.
- Achieve strong uptake of the newly launched package, targeting at least 20 packages sold per fixture.
- Showcase local Scottish seafood and champion local suppliers.
- Fill an experience gap between café and full hospitality.
- Increase uptake of mid-tier packages by 10% and maximise underused space.
- Use storytelling to bring the package to life digitally.

Delivery



In a crowded marketplace, we recognised a growing trend for shared, premium, Instagrammable dining experiences that combine quality, convenience, and entertainment. Rather than offering another standard hospitality package, we designed something memorable, interactive, and visually stunning that appeals to couples, groups of friends, and younger professionals looking for something “a little special” at the races without wanting to commit to a larger budget.

To ensure exceptional quality and support local businesses, we partnered with Pieroni’s, Ayr’s trusted fishmonger. 90% of the seafood was carefully selected from local waters, highlighting freshness and sustainability. This partnership not only guaranteed high-quality produce but also strengthened ties with the local community.

Bringing the experience to life:

We produced a behind-the-scenes video featuring Chef Iain and the Pieroni’s team, taking audiences on a “sea-to-plate” journey and showcasing the care, expertise, and passion behind the package. This content was shared via social media and e-shots, educating and inspiring customers while driving engagement.

Amplifying the launch:

Local radio breakfast show presenters were invited to experience the package firsthand, creating authentic endorsements. We secured live coverage on local radio, including presenter testimonials and giveaways, increasing awareness and excitement. On the launch raceday, we captured content for social media, showing guests enjoying the package and highlighting its visual appeal, atmosphere, and quality. We also created instagrammable, sharable moments on the day in the area to help encourage engagement and UGC such as the platter being beautifully presented, photo walls and props.

Impact and positioning:

The Sparkling Seafood Package has successfully positioned Ayr Racecourse as a destination for high-quality, unique foodie raceday experience. By combining premium local ingredients, thoughtful presentation, and hospitality, we have created an package that stands out in the market while delivering memorable, shareable experiences for our racegoers.

Results



We launched the **Package** at the **Summer Saturday Raceday**, selling **22 packages on its debut**, which contributed to a **51% year-on-year increase** in uptake of mid-tier packages. Guests could choose from a range of **customisable options**, enjoying their seafood platter with **Prosecco, house champagne, or Moët**, allowing the package to suit both **budget and preference**. Prices started pp at **£130**, giving racegoers flexibility while maintaining a **premium experience**. We aimed to sell 20 packages at our launch fixture, selecting this as a manageable number to trial in a smaller space. **We hit our KPI with 22 packages sold**, and following this success, we **moved the packages to a larger area**, making use of previously underutilised space.

Following its launch, the package continued to perform strongly. At this second fixture, we increased bookings by over double, selling **48 packages, an 118% increase**. Growth was driven largely by **word-of-mouth recommendations, rebookers and digital marketing** following the launch. Overall uptake of mid-tier packages increased by **18.7% year on year**, exceeding our target of 10%. We are on track for further growth at the **Ladbrokes Ayr Gold Cup Festival**, demonstrating the package's **clear development and increasing popularity** since its introduction in June.

Customer feedback has been overwhelmingly positive, both on socials and in person, with many guests praising the freshness, quality, and the overall experience. Our video content has also performed well, achieving a reach of 20k and generating strong engagement. Our collaboration with local suppliers, including Pieroni's, has further enhanced visibility. Pieroni's not only helped promote the raceday but also displayed the sharing platter in-store, strengthening awareness and driving bookings.

By offering a premium yet relaxed experience, we have successfully positioned the package as a go-to choice for couples, groups of friends, and younger professionals seeking something "a little special" at the races and our mid-tier raceday offering continues to grow.

Due to its popularity, we have now expanded the offering with the introduction of the Sparkling Charcuterie Package, designed to cater to a wider range of preferences. This addition has already generated significant bookings ahead of the Ladbrokes Ayr Gold Cup, reinforcing the demand and success of this growing food and drink raceday package.

Supporting Information



I really enjoyed this experience and before this experience I had never tried sea food.

I would recommend this to anyone who is looking for an excellent experience of the seafood package.

I plan on doing this again in the future, and look to attend Ayr races again.

I had a brilliant day and it was a great experience.



package was great x marquee was set up well



*Instagramable moments in
and around the area*



We were lucky enough to try out the sparkling seafood package on the day of the Unite summer Scotland Raceday. This was such a perfect way to kick off the races! The seafood was so fresh and the selection was great - something for both of us. The bottle of Prosecco was a really nice touch, as well and of course all of this overlooking the racecourse with your own private bar and betting facilities was the icing on the cake.

<https://www.facebook.com/share/r/16uDBBy3FG/>

Supporting Information

