



Showcase
& Awards
2023

Cheltenham Racecourse

Food and Beverage Award



Proudly partnered by



RACING POST



Objectives



Background

- Clare Smyth, Chef Patron and owner of the world-renowned three Michelin star restaurant, Core by Clare Smith in London debuted its unique dishes at the 2023 Cheltenham Festival with the spectacular launch of Core on Course. The first hospitality offering by a 3-star Michelin restaurant proprietor in any sport.
- Core by Clare Smyth in London was selected as the partner for this brand-new restaurant due to her credentials as the world's greatest female chef, the alignment of her values and vision with those of the racecourse and the fact that she is a racing fan, all making her the perfect fit. Exclusive and immersive culinary experiences are shaping the hospitality industry, Core on Course sought to innovate Sports Hospitality by bringing together beautifully crafted dishes using fresh, local produce to create an experience which delighted guests by engaging all the senses, from the ambience to the service, the wine, the food and beyond. In partnering with Clare, we sought to extend the premium hospitality offering at Cheltenham Festival, creating an unrivalled hospitality experience, fulfilling an untapped gap at the top of the market with the most premium hospitality experience in sport, satisfying the most discerning customers by creating an experience truly reflective of Cheltenham's position as the pinnacle of Jump Racing.

Objectives

- To build a credible partnership with Clare, celebrating the shared values in the media to enhance the perception of the Festival as world-class and a leader in Sports hospitality experiences
- To attract new high net worth customers to the Racecourse (15% of total customers)
- To achieve 40% occupancy in year one (rising to 75% in year 2 and 100% in year 3)
- To create a temporary restaurant of the same caliber as Clare's London flagship venue Core
- To deliver a fine dining experience, emphasizing natural sustainable food that delights guests by engaging all the senses from the ambience to the service, the wine, the food and beyond, contributing to an increase in the overall Festival NPS score
- To be the perfect hospitality destination for hosting clients, a celebration with family and friends or a wonderful spot to treat a loved one

Delivery

- A lock up logo and brand assets were created by the Jockey Club studio to incorporate both the Core and Racecourse brands. A targeted marketing campaign was run to reach high net worth individuals.
- Core on Course took pride of place in a luxury space in the heart of the hospitality village combining world-class hospitality with world-class sporting action.
- A full kitchen was installed so that Clare and her team could recreate her beautifully crafted dishes, using the best of British produce, emphasising natural, sustainable food within the service timelines required for a Raceday.
- As it was the first sporting hospitality experience of Clare Smyth and her extraordinary cuisine, Cheltenham Racecourse worked with Design Difference to take the original core restaurant brand pack and translate it into a world class temporary restaurant, maintaining all the same quality and innovation from Core.
- From concept to completion, the attention to detail had to be perfect even down to the dressing items within the divider screens which hints to the cuisine. The restaurant was dressed with an incredible art collection from A place for Art.
- Clare and her team prepared a stunning six-course tasting menu (see slide 5), accompanied by a glass of Dom Pérignon on arrival and four wines personally chosen by Head Sommelier and Master of Wine, Gareth Ferreira, to accompany the 'showplate' menu.



Results

- An outstanding partnership with Chef Patron and owner of the world-renowned 3 Michelin star restaurant Core, Clare Smyth was developed, ROI in 110% in Year 1, forecast to increase to 150% in Year 2 with bookings 22% ahead YOY for 2024.
- In its first year of occupancy, Core on Course was incredibly popular with existing and new hospitality clients who were eager to try Clare's unrivalled British cuisine, 20% of bookings were new customers to the racecourse (5% above target).
- Gold Cup Day was 100% sold out with total occupancy at 50% over the 4 days. (10% above target).
- The overall NPS for the Festival increased by 18 points YOY.
- Media coverage and the wider marketing campaign reinforced the positioning Core on Course and the Festival as the pinnacle of jump racing and world-class hospitality.
- The delivery of the restaurant was world-class. Clare Smyth and the team were delighted with the production values of the design, acclaiming "putting the best of these two worlds together is incredibly exciting".
- "We were thrilled that Core on Course by Clare Smyth was so successful in its first year at the Cheltenham Festival. The restaurant offered racegoers an experience like no other and perfectly complemented the action on the track with an unrivalled level of hospitality at the Festival. We are excited to see how Core on Course has grown in its second year as we celebrate 100 years of the Gold Cup" Ian Renton, Managing Director.



<https://youtu.be/CWb97IIIfBw?si=Yo6PhaAMWWYpSMMI>

Supporting Information

Testimonials:

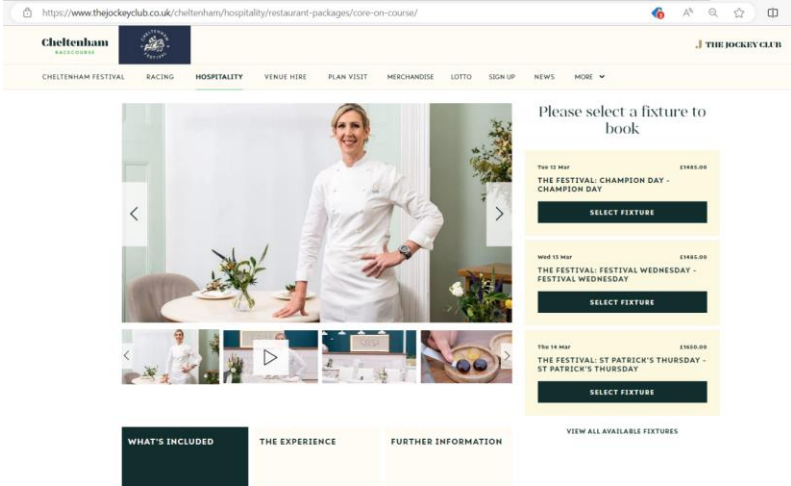
“In the last 40 years, today (at Core on Course) has been the best food, wine, and service experience we have ever had” (K. Sheehan, 2023)

“Absolutely outstanding experience, the greatest Cheltenham Festival experience yet” (C.Giles, 2023)

Marketing and Communications:

Bespoke hospitality sales page created on the website

[Core On Course | Hospitality at The Cheltenham Festival 2023 \(thejockeyclub.co.uk\)](https://www.thejockeyclub.co.uk/cheltenham/hospitality/restaurant-packages/core-on-course/)



Menu:

