



Showcase
& Awards
2024

Cheltenham Racecourse

Food and Beverage – The Feed Room



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Objectives

Background

- The Feed Room was created to address a specific gap in the market at Cheltenham Racecourse's larger fixtures - the need for a casual, relaxed dining space that caters to racegoers during larger fixtures such as The November Meeting, New Year's Day and Cheltenham Festival.
- Before its introduction, there was a highlighted customer concern over the shortage of flexible, comfortable spaces where attendees could enjoy a quick, seated meal before racing and during the day. Traditional seated dining options at the racecourse tend to be more formal, and in general concession food areas, seating and table space is very limited.

Objectives

The Feed Room was developed with several key objectives in mind:

- To enhance the customer experience of racegoers by offering a dedicated area that is a relaxed, informal space where racegoers can enjoy street food, alcoholic and non-alcoholic beverages, and light entertainment, The Feed Room improves the overall experience for attendees at Cheltenham's high-capacity race days.
- To accommodate larger crowds by offering more racegoers a place to sit down, take a break, and enjoy the atmosphere of the racing from an undercover area.
- To offer more choice to our racegoers through the introduction of a street food-style menu with a focus on plant-forward meals that cater to modern dietary preferences and provides a wider range of food choices, appealing to a broader audience.
- To continue to promote plant-based meals throughout the Feed Room, aligning with The Jockey Club's wider sustainability ethos that is seen across all TJC courses.
- To deliver a vibrant, varied and informal menu through street-food that meets contemporary food trends, catering to diverse dietary needs and enhancing the variety of food options available to racegoers.
- To maintain the atmosphere inside The Feed Room by adding acoustic music and TV screens showing the races and sports presentation. The Feed Room allows guests to stay engaged with the event even while they are eating or relaxing, ensuring they don't miss out on their raceday experience.

Delivery



- Situated in the heart of the tented village, and next to the popular shopping village. The Feed Room's is located in an area of the tented village with the highest footfall.
- The design concept of The Feed Room was developed in line with the racecourse's overall aesthetic while creating a unique space that replicated a typical feed room you would find at a racing yard. The layout included ample seating and designated areas for the food stations that were designed as stable doors to bring The Feed Room to life.
- A logo and set of brand assets were created by the Jockey Club studio that was used to promote The Feed Room prior to racedays and on racedays through the big screen, social media and racecard.
- There were six stations that had been carefully selected by our team of expert chefs. They undertook analysis of the racecourse's existing offerings and the needs of racegoers, especially during busier racedays. This helped identify the gap in the market for casual offerings which resulted in The Feed Room offering bao buns, loaded fries, pizza, naan, a deli that also offered hot drinks, and a crumble station where racegoers could create their own crumbles.
- Our culinary team carefully produced dishes with ingredients from local suppliers who share our vision to become leaders in sustainability, encouraging plant-forward dishes and help us on our journey to become net zero by 2027. Each dish is also carbon labelled by Foodsteps.



Results

- The Feed Room generated 167k worth of revenue from food across the Cheltenham Festival. The two most popular choices were pizzas and bao buns.
- The bar and deli were a welcomed addition, providing a large bar that took pressure off other bars in the tented village and an additional coffee outlet serving warm drinks.
- The Feed Room has been welcomed by racegoers with excellent feedback stating “Taste sensation @CheltenhamRacecourse”
- Media mentions and features of The Feed Room from Nick Luck Daily Podcast, TalkSport 2, Racing TV, BBC Gloucestershire, Cheltenham Radio during Cheltenham Festival – all positive.

Examples of Menu's



Supporting Information (max 1 slide)

- <https://youtu.be/ZHZc3d-B5XU?si=o5KqujdeJb5hsa1b>
- <https://youtu.be/p4MlvzPp8gQ?si=OjeXtC7onCt0G-IG>



The Cotswolds Gentleman
@CotswoldsGent

Just some of the food we ate.

- Chicken - £13.50
- Steak sarnie - £11
- Korean sticky beef fries - £12

A lot of negativity around the cost of food but the quality of what we had was very high.

The Feed Room is a fantastic addition to the festival.

#CheltenhamFestival



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