



Epsom Downs Racecourse

Cedric's

Food & Beverage Award

Showcase
& Awards
2024



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Internal

Objectives

The Vision



Objectives

- Through research we identified a clear customer proposition gap between the General Admission and lowest Hospitality offers
- Our objective was to introduce a new 'premium GA' area to enhance and evolve the premium experience for our guests and giving general admission customers a chance to experience a new offer without paying full hospitality pricing.
- To offer a food and drink proposition that was in line with a bouji London customer expectation

Background.....

NEW FOR 2024, Cedric's is the new area for racegoers right by the most famous winning post in racing.

Close to the action with seating options and wet weather / shade cover, this is the area for the thrill seekers!

Watch the horses cross the winning line right in front of your eyes, feel the summer come alive with delicious food and drink choices and bask in Ibiza type vibes!

WHO WAS CEDRIC?



Cedric won The Derby in 1824 and was the best British colt of his generation, winning seven of his eight races including The Derby. 2024 marks 200 years since Cedric won the greatest Flat race in the world, easily storming past the winning post to beat a field of 17 runners. We're celebrating the 200th anniversary of his chapter in the Derby's story as we unveil our brand new space for racegoers, right by the most famous winning post in racing.

In response to the increasing demand for a unique culinary experience, we invested in enhancing our Raceday offerings and customer experience to create an area that is uncompromising in quality & its uniqueness.

Transform the previous hospitality proposition into a vibrant retail area that elevates the food and drink experience at the Epsom Derby Festival. This revitalization underscores the significance of a robust food ethos as a central element of the Raceday experience.

Delivery

Collaboration- Collaborated with Nyetimber, an award-winning English sparkling wine producer, renowned for their prestigious offerings. The project featured the iconic Nyetimber bus, which has made appearances at numerous high-profile events. This activation added a unique blend of summertime ambiance and English heritage, enhancing the overall experience.

Research- Customer research and market analysis was conducted in premium London locations to understand customer expectations and requirements from these premium style areas.

Menu- From sushi to bao buns and interactive food stations, our head chef designed and crafted this Japanese-themed menu to elevate the retail dining experience for our guests. The menu featured freshly sourced herbs and vegetables grown on-site in our Epsom herb garden, promoting sustainability across every dish. We also shared this story with our guests through tent cards, highlighting the thoughtful, sustainable choices behind each offering.

Brand- Inspired by the Derby winner from 200 years ago, this area was thoughtfully designed to capture the heritage of the 'Epsom Derby Festival' and create a premier destination overlooking the iconic winning line.

Experience- Cedric's was designed as a premium summertime destination, offering high-quality Japanese street food to meet the growing demand for diverse dining options. All ticket holders had a glass of Nyetimber and taster dish included in their ticket price to ensure everyone had a chance to experience the innovative food concept. While Cedric's operated as a retail-plus area, the added convenience of a QR code ordering system for both food and drinks elevated guest experience. This system allowed guests to enjoy seamless service, with orders delivered directly to their private tables, eliminating the need to wait in queues and allowing them to relax in comfort.

Review: Feedback was collected, and the popularity of dishes along with sales data were analysed. As a result, the menu and offerings will continue to evolve. The menu will be adapted to align with the evolving tastes and preferences of our racegoers while staying true to the overall concept.

Results

The introduction of Cedric's has sparked widespread excitement ahead of next year's Derby Festival, demonstrating that this new addition has seamlessly integrated into the event without diminishing the appeal of our existing hospitality offerings.

Feedback-The introduction of street food, upgraded liquor options, and a feature cocktail bar has sparked further enhancements and innovative ideas across the racing experience. This has fostered a culture within the racecourse and catering teams that is keenly attuned to customer preferences and the upcoming 2025 Derby Festival.

Beverage Experience- Expanding our selection of premium liquors, including an extensive array of cocktails and vintage champagnes, has significantly boosted the appeal of this area. Our enhanced communication with customers and day-of marketing efforts have further promoted these liquor upgrades, driving increased interest and engagement.

Overall:

- Media coverage, combined with our broader marketing campaign, solidified Cedric's and the Festival as the pinnacle of world-class flat racing, showcasing it as the ultimate experience in both racing and premium ticket offerings.
- The customer satisfaction within Cedric's was the highest of any enclosure, with the F&B also rated the highest across the site
- The delivery of Cedrics was praised by many. The team was delighted with the production quality of the design, praising the creation of an upgraded ticket area overlooking the finish line. They acclaimed the ability to integrate this with Epsom's rich heritage, noting that it truly combined the best of both worlds.



Supporting Information

- [Cedric's | Enclosure | The Derby Festival \(thejockeyclub.co.uk\)](https://thejockeyclub.co.uk)
- [Racing TV Epsom 2024 Cedric's with Head Chef Rhys Owen, Tom Bull, Martin Dwyer and The Wine Tipster \(youtube.com\)](https://youtube.com/shorts/5KDUQxIH0s?feature=share)

- <https://youtube.com/shorts/5KDUQxIH0s?feature=share>



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To view the full menu and order, please scan the QR code below

THE JOCKEY CLUB

CEDRIC'S

Below is just a selection of what is on the menu

On Arrival
Chilli & Crab Sesame Bon Bon
Chilli & Cauliflower Sesame Bon Bon (V)

All Day Snacks
Tempura Seaweed Crackers
Fried Broad Beans Wasabi Peas
Chilli Rice Crackers

Interactive Food Station
Serving a variety of Gyoza's

The Sushi Kitchen
Serving Bao Bun's with mini pickled summer slaw & toasted sesame seeds. A variety of Katsu Curries, and small plates including Tempura Tenderstem Broccoli, Panko King Oyster Mushrooms, Grilled Chicken Skewers and more. For each item ordered there is a variety of sauces to choose from.

Sushi Selection
There is a selection of sushi dishes on offer where you can choose from small platters with 4 pieces of sushi or sharing platters that include up to 12 pieces of sushi.

Scan here for allergen information

Scan Me

Or visit this url: mnu.mx/036A080 to see our allergen menus

Food allergen, intolerance and sensitivity information is compiled using data obtained from our approved suppliers. As with every catering establishment, there is always a potential for cross-contamination to occur. While we endeavour to prevent this as far as possible, the nature of an allergen means we cannot fully guarantee that cross-contamination may not have occurred. If you have any concerns, please speak to a member of staff.

Deep Impact Japanese Market

On Arrival
Chilli & Crab Sesame Bon Bon
Chilli & Cauliflower Sesame Bon Bon



All Day Snacks
Tempura Seaweed Crackers
Fried Broad Beans
Wasabi Peas
Chilli Rice Crackers



THE JOCKEY CLUB

1/750 • ONWARDS

Deep Impact Japanese Market - The Sushi Kitchen

- Edamame Beans with Garlic & Chilli Salt (VE)
- Sushi Selection
- King Oyster Mushroom with Miso Herb Sauce (VE)
- Padron Peppers with Spicy Gochujang Lime Sauce (VE)
- Chicken, Pickled Red Onion with Wasabi Caesar
- Trout, Miso Aioli, Chives & Lime Marinade
- Tempura Shrimp with Miso Aioli, Chilli, Lime & Coriander



THE JOCKEY CLUB

1/750 • ONWARDS

Deep Impact Japanese Market - Asian Interactive Food Station

- Duck Gyoza
- Mixed Vegetable Gyoza
- Tempura Tenderstem with soy-miso dressing
- Chicken Katsu Curry



THE JOCKEY CLUB

1/750 • ONWARDS