



Go Racing In Yorkshire

Food & Beverage

Proudly partnered by



Objectives



The Go Racing In Yorkshire Summer Festival, sponsored by Sky Bet, is a peripatetic event, which takes place over nine days at seven different racecourses. To enhance the identity of the festival as it moves locations we use some common themes to tie the event together.

Food and drink is commonly associated with a 'festival' and the Summer Festival started at Pontefract Racecourse who were hosting a beer festival at their Friday evening meeting. Beer is a popular drink with Yorkshire racegoers so when considering where to go, these factors contributed to the solution of selling a specially brewed and branded bottled beer.

It was decided that our event needed a food or drink 'special' as one of the themes of the week and because it is associated with a festival, we landed on a beer of the meeting to tie in with the opening event.

The beer of the meeting would be available across all the courses throughout the week, available from all the bars and in the hospitality areas. It needed to be recognisable as part of the festival, a 'one off' for the week.

The beer needed to provide PR opportunities to promote the festival and the initiative itself.

The KPI's were the sales, given that we were producing the beer for the festival week we didn't want to have stock left over, given its relevance to the festival. Judging quantities was the most difficult as it was a new, unknown beer in an established market place. We settled upon one pallet, which was 1805 bottles.

Delivery



We approached Yorkshire business Wold Top Brewery, who's products are stocked at most Yorkshire courses. Established farmers, the Mellor family diversified into brewing, using their own barley, grown as sustainably as possible, sourcing power from the wind and drawing water from underground aquifers deep in the chalk. Conscious of their carbon footprint and actively taking steps to reduce it, such as planting trees and wildflower meadows on their farm, they seemed like a good fit.

We didn't want to re-invent the wheel so based the beer on their best-selling beer, WoldTop Bitter, confident that it would be popular with racegoers. It is a light amber coloured, crisp clean aromatic session bitter.

I asked the racecourses for suggestions to name the beer, thereby keeping them included in the process so we would have their buy in when it came to sales. We settled on the name 'HoofBeat'. It has an equine theme but is also a play on words of the popular Yorkshire drama Heartbeat so it would be instantly recognisable as a Yorkshire product by name.

I worked with Weatherbys to produce the label in order to keep the branding consistent with the rest of the Summer Festival branding, particularly pulling out the bunting.

CGC Event caterers who work with the majority of the Yorkshire courses were able to advise on quantities and distribution. We collaborated with the course who don't use CGC Events to ensure that we could get the beer into all the courses. Collectively, the courses racing during the festival week offered a price discount on the beer to enhance the 'Summer Festival special'. It was sold at £6.30 a bottle instead of £7.30.

The beer was innovative in that it was unique to the festival and only available at Yorkshire courses that week.

Results



The best result is that we sold 90% of stock by the final day of the festival at York.

In terms of ROI, it wasn't all about actual numbers as the PR value the beer brought, in connection with the other activities taking place that week added to the overall event, however in terms of numbers each bottle sold returned 15% to the racecourse it was purchased from.

It provided endless PR opportunities, including a RacingTV interview with the brewery at Beverley racecourse early in the festival week, broadcast to approx. 44,100 viewers.

The raceday announcers included the beer in their messages throughout the week.

The caterers used the label graphics for point-of-sale branding, which added to the Summer Festival branding impact – racegoer attendance for the festival week was 78,467.

The beer announcement was included in press release distribution, sent to 50 contacts.

Discussions are due to take place in the New Year about the 2024 Summer Festival and other ways we can work together in the future.

Supporting Information

Link to RacingTV interview <https://youtu.be/GTIXMxV9LwI>



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Racecourse Testimonial

It was great to see 'Hoofbeat' so well received by racegoers across the Go Racing in Yorkshire Summer Festival. It was a nice, quirky idea and its popularity across the racecourses over the week, with a name which ties Yorkshire and racing together, contributed to the 'Festival' feel for which the Summer Festival is renowned



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Racegoer Testimonial

We love the Go Racing in Yorkshire Summer Festival! There's always something slightly different and the Festival ale this year was a great addition. We still had a lovely time, despite the weather!

Phil and Jean
Castleford

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Brewery Testimonial

We have loved the collaboration this year for the Summer Festival. Our HoofBeat has been well received, I think its crisp aromatic full flavour made it particularly enjoyable for racegoers. We're so happy to support racing in Yorkshire, from our 20 years brewing we have had several campaigns with the local community and are keen to always pursue new and exciting partnerships in the future.

Michelle Savage
Wold Top Brewery

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