



Showcase & Awards 2025

Goodwood Racecourse

Category: Food & Beverage

Submission: Local Restaurant Pop-up



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Objectives



Following last year's success, we welcomed another selection of local restaurants and unique chefs to Goodwood Racecourse for the 2025 season, offering guests a wide variety of dining experiences.

Celebrate great local food

Aimed to highlight and celebrate the diverse, local culinary food options, and showcase the talent of local chefs/restaurants.

Support small, local businesses

Through partnering with small, independent food businesses, we are committed to supporting local entrepreneurs - providing them with a platform to reach new customers.

Expand our reach to new audiences

Partnering with a variety of restaurants, all based within a 20-mile radius, allowed us to connect with and promote to new audiences, offering them a unique reason to engage with us, and broadening our appeal beyond traditional racegoers.

Enhance the race day experience

Listened to our attendees' request to have more variety of food and drink options, and through our dedication to enhance their experience, provided new and exciting food options at each shoulder race day.

Strategically curated to provide accessible food and drink options for all

Selected certain restaurants for specific race days to cater to the unique needs of our audiences, ensuring appropriate and enjoyable dining experiences for every occasion, as well as the opportunity for racegoers to not need to book in advance.

Delivery



Radio promotions and competitions: Local radio was used as an effective promotional tool, with competitions offering a chance to win a table for two at each May race day pop-up, generating excitement and anticipation among listeners.

Partner restaurant competitions: Partner restaurants ran competitions on their own channels to promote their pop-ups, building excitement with their audiences while amplifying our reach and awareness of the events.

Social media campaigns: Promotional content was shared across both our social media channels and those of partner restaurants, ensuring strong visibility for the guest takeovers, broadening reach, and driving engagement.

Racecard promotion: Published a page in the racecard to promote the pop-ups to maximise audience awareness.

On-site presenters: Our event presenters gave announcements on the day to increase walk-up numbers to the restaurants.

Carefully selected restaurants based on our typical audience for each raceday:

- **Crabshack** offered a three-course fine dining menu during our May fixtures, perfectly tailored to our higher-spend audience and Members who typically attend in greater numbers during these racedays.
- **Ghost at the Feast**, an indie food hall, bar and restaurant based in Chichester, took over the Three Friday Nights. A selection of food vendors including; 3 Bros Burgers, Farmyard at the Feast, Phoenix Dining and Just Street Food, offering a wide variety of affordable food options for a typically younger crowd.
- **Stone and Skillet** – Autumn Racing welcomed the wood-fired kitchen duo, Craig Holden and Pippa Grundy, who offered an exquisite three course menu created with the finest local ingredients, including Chorizo & Feta Arancini and Rosemary & Garlic Lamb Rump.

Results



Our 2025 pop-up restaurant initiative delivered outstanding results across multiple key performance areas — from digital engagement to on-site footfall and long-term customer conversion.

Digital reach and engagement

- Our promotional Instagram post reached 8,294 accounts, with 54.7% being non-followers. This demonstrates strong reach beyond our core audience and significant brand discovery, indicating the initiative drew attention from new and diverse demographics.

On-site success

- The restaurant takeovers resulted in multiple sell-out days, clearly reflecting high guest demand for variety in food experiences at the Racecourse.
- The variety of cuisines offered allowed us to tailor the food experience to the audience profile of each race day, enhancing guest satisfaction and ensuring the food offering complemented the atmosphere of each event.
- Pop-ups introduced guests to exciting independent and local restaurant brands, adding depth and local relevance to our food & beverage strategy.

Long-term impact

- Many guests who dined during the pop-ups returned for future racedays, with repeat bookings made specifically for the restaurant experiences — a testament to the quality and memorability of the pop-up events.
- Several participating restaurants reported a surge in their own bookings and social media follows following their pop-up, demonstrating a mutually beneficial partnership that supported local business growth.
- The success of this initiative has not only enriched our raceday offering but has paved the way for future collaborations — cementing our venue as a platform for culinary innovation and community engagement.

Supporting Information (max 1 slide)



