



Showcase  
& Awards  
2023

## Musselburgh Racecourse

Food and Beverage

Pinkie's Deli – A Taste of Scotland's Larder



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RACING POST



# Objectives



*“A plant-based diet has been at the forefront of all food trends since 2020, and the pandemic has heightened peoples’ awareness of their own health and well-being. Consumers are actively looking for healthier alternatives to add into their diets. Plant-based, superfood and low sugar options are all becoming more popular, with fermented, high vitamin products that encourage a healthy immune system all increasing in sales.”*

**Heritage Portfolio’s Development Chef Lizzie Arber**

**In response to the growing demand for great quality food** we wanted to invest in our raceday food and drink offer to deliver a public food outlet that was uncompromising on quality, traceability, sustainability, provenance and seasonality.

**A varied offer that is fully inclusive** of all dietary requirements, including vegan and vegetarian offers, guaranteed to be available on all racedays, ensuring a consistent delivery.

**Transform the old** and often closed Pinkies Craft Beer Bar into a successful retail area that enhances the food and drink experience at Musselburgh Racecourse re- enforcing the importance of a strong food ethos as part of the raceday experience.

**Success would be measured by;**

- ROI on initial development paid back, within six months (approx. 12 racemeetings) as the work was unbudgeted
- Create a profitable and sustainable retail outlet, that was sufficiently popular to be open at every racemeeting
- Menu and experience to enhance the Musselburgh Racecourse brand in terms of food and drink, offering healthier choices in response to this growing trend
- Ensure the new Pinkies Deli compliments rather than competes with the established but smaller Café 1816, which serves Coffee, Cakes and sandwiches



# Delivery

**Collaboration** - Worked with award winning catering partners, Heritage Portfolio (HPL) and their retail café team to bring their experience and expertise from some of Edinburgh's best cafes to Musselburgh Racecourse. Agreed zero commission payments until the initial investment, covering new equipment and signage, was paid off. Agreed a minimal budget of £3k, split equally.

**Menu** - From freshly made artisan sausage rolls, inspiring plant-based dishes, delectable show stopping sandwiches bursting with goodness, vibrant seasonal salads and elevated quiches to the ultimate in indulgent sweet treats and bespoke hand-made pastries, the Pinkies Gourmet Deli Menu was created. Every single item on the diverse Pinkies menu is made from scratch by the dedicated kitchen team that morning, using the freshest of local ingredients from Scotland's larder. The emphasis is firmly on goodness, seasonality and flavour, always.

**Brand** – inspired by HPL's acclaimed city center cafes, we rolled out the same brand design into Pinkie's Deli. Design costs were therefore kept to a minimum with a small investment into new signage, which was paid for via a freeze on commission payments for this area until the signage was paid for.

**Experience** – Pinkie's Deli was designed as a culinary destination, providing quality food, meeting a range of dietary requirements available on all racedays, no matter how quiet. While seating is available it is designed to meet the nomadic nature of racegoers so all food is designed to be eaten on the go using 100% compostable packaging and culinary accessories. Service is key and members of the Café Teams from across Edinburgh are on site at all race meetings to ensure a consistency of service.

**Promotion** – In house digital marketing activity promoted the new Deli to customers in advance and on the day. As the Deli became established we used it to launch a new Foodie Blog – reinforcing our commitment to providing uncompromising quality food that is equally as important as the racing. Key to the foodie blog is the sharing of recipes for our most popular items, starting with the Pinkies Pork, Haggis & Mustard Sausage Roll – inspiring greater awareness of Pinkies but also extending the offer to allow people to have a go at making these popular dishes at home.

**Review and Revise** – feedback was obtained from customers both verbal and online, popularity of dishes and sales were reviewed and the menu and offering has continued to evolve as a result. In line with our commitment to seasonality an Autumn and Winter menu will be delivered to meet the changing appetites of our racegoers in the colder months – fresh seasonal soups and a wider selection of hot items will accompany hearty winter salads – never compromising on the key objectives of quality, traceability, sustainability, provenance and seasonality.



# Results

The introduction of Pinkies Deli has more than doubled the turnover for Café and Deli Food sales on site bringing in an additional £31,000pa, showing that the new outlet hasn't detracted from our existing Café 1816 offering.

Sales mix shows that traybakes and coffee are still the most popular items, but they have dropped 52%, with the sale of salads up **393%**, soup **£286%** and homemade sausage rolls is up **57%**.

A total of £3,000 was spent on signage and equipment. The MRC contribution of £1500 was paid back via commission payments in 10 fixtures. **ROI was therefore delivered within 10 fixtures.**

The Deli now contributes to our regular commission payments from our catering partners, with turnover justifying it being **opened at all fixtures.**

As the Deli has grown in popularity, we were confident to use it to launch our new Food and Drink Blog –all about quality/traceability/sustainability/provenance and seasonality. Customers can enjoy our catering offering without compromising on their own food ethos.

## Additional Outcomes:

The conversation around provenance, environmental factors and sustainability has led to further enhancements and ideas across the racing experience, generating a culture within the racecourse and catering teams that identifies opportunities relevant to the customers and racedays through the year. The following concepts have been developed throughout 2023;

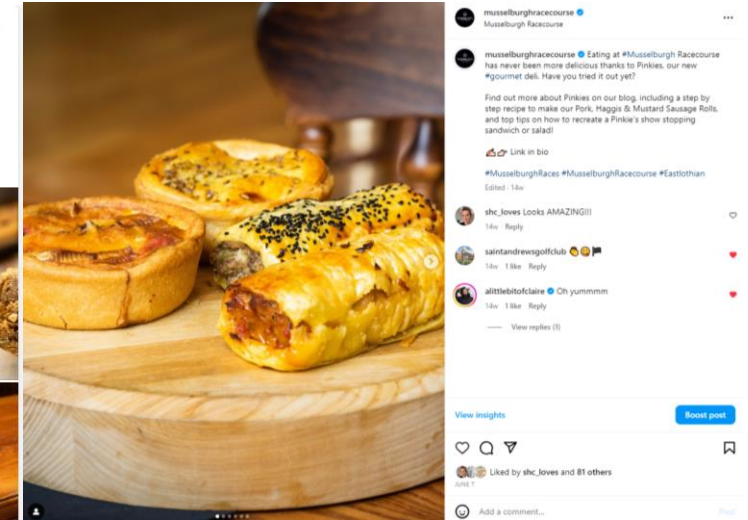
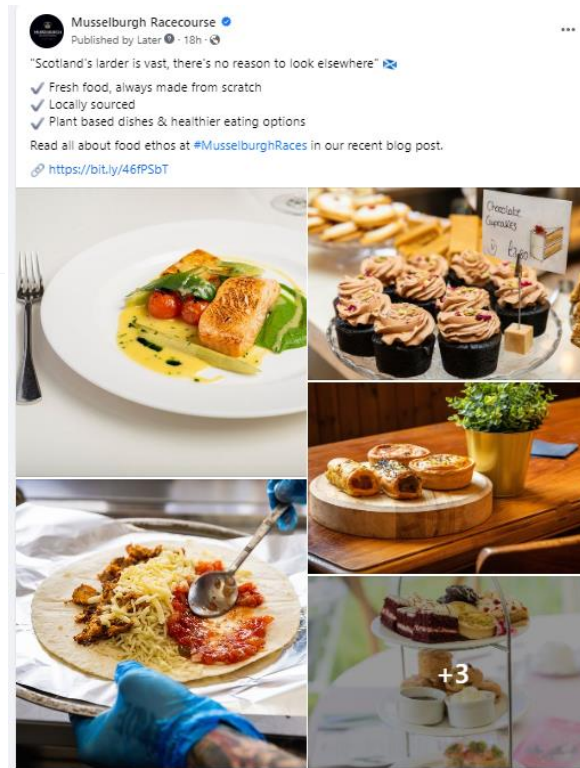
**Hospitality offer:** Attention to plant-based foods has extended to the hospitality offer. Vegan dishes look to offer substantial protein replacement as the norm, without feeling like it's a completely different dish, allowing all guests to enjoy a five-star experience.

**Beveridge selections:** Extending our range of zero alcohol products to all main bars across the site, and on more popular racedays introducing mocktails to our premium bars. Low/No message included in all pre raceday communications with customers and on the day, enhancing our established Pace Yourself activity.

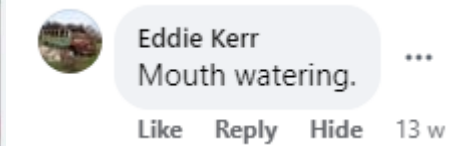
**Sustainability:** completed our move away from clear plastic compostable cups and investing in high quality paper cups, branded up to reflect the green grass of the racing track “fully recyclable and as green as our race track” – with a further message encouraging racegoers to pop their used cups in our recycling bins.



# Supporting Information



## Social example link



[Read the Pinkie's Deli Blog](#)  
[Read the Food Focus Blog](#)

## Some comments from our customer survey:

"I have been to over 25 Racecourses in the last 12 months and I can easily say Pinkie's Deli is the best of it's kind I have seen. Extremely friendly and polite staff combined with delicious food and very reasonable prices!"

"I bought two pies and they were decent value for money and very tasty"

"Pinkie's Deli is excellent and good value"

"The food was great and very reasonably priced."

