



Newbury Racecourse | Food & Beverage

Bar None - Newbury Racecourse's No & Low Alcohol Lounge

A brand-new lounge grounded in insight & designed to meet modern consumer demand

Proudly partnered by



Objectives

Why Bar None & Why No & Low Alcohol?

Bar None, the concept for which was grounded in insight, stems from a desire to cater for the increased consumer demand for no and low alcohol products.

IWSR research reported that the UK no and low alcohol market more than doubled in 2024 (vs 2023) and is projected to double again by 2028.

Sports venues appear to have a particular opportunity with BrandFinance reporting that non-alcoholic beer drinkers are 68% more likely to be interested in sport while Yahoo Finance detail that sales of no and low alcohol beer increased by 38% on England matchdays during Euro 2024.

There's also opportunity to engage with young racegoers (a crucial segment for racing) in this space with Lucky Saint & KAM's research reporting that nearly 50% of 18–24-year-olds are practicing 'zebra-stripping' and alternating alcoholic and non-alcoholic beverages.

Ambition

The aim was to develop an impressive no and low alcohol lounge, in response to racegoer feedback while catering for consumer demand.

And to do this via collaboration with industry-leading partners to leverage best practice, unlock economies of scale, utilise local procurement and share costs.

It would be important to ensure Bar None is complementary to and compatible with its surroundings while broadening the overall appeal of the Racecourse and its facilities by offering something distinctly different.

By creating something distinctly different, the lounge would also create value on non-racedays, becoming a space the racecourse's conference and events business could commercialise.

The concept behind Bar None aligns with a long-standing industry campaign regarding responsible alcohol consumption while the opening of a space offering no and low alcohol products would provide Newbury with the opportunity to create a positive narrative and reverse any negative perceptions that might exist regarding alcohol consumption on racedays.

In addition to creating the platform for a positive narrative, Bar None would complement Newbury's sustainability push with a Carbon4Finance report finding that non-alcoholic beverage production consistently performs better in terms of carbon intensity than alcoholic beverage production.

Ultimately, Bar None is about choice and looking to give the modern racegoer the range of options they're telling us they'd like and will begin to expect as a matter of course in the very near₂ future.

Delivery

The delivery of Bar None was underpinned by:

- Insight & racegoer feedback
- Collaboration & partnership working

Following the review of insight, data and racegoer feedback the project to develop a no and low alcohol lounge was approved and the Racecourse's former champagne bar was identified as the location for Bar None.

This location was selected mindfully; it was adjacent to a Newbury Members' facility (where alcohol consumption was traditionally moderate) and away from any other areas which might cause a conflict of experience.

To best deliver the new lounge the racecourse enlisted the support of long-standing catering partner Levy along with industry leaders Thatchers and Lucky Saint.

A standalone creative identity was formed for Bar None and the lounge was decorated and furnished in a distinctively different manner to a traditional racecourse bar in an effort to create a unique and memorable space.

This point of difference would add value to the racecourse's conference and events offering and availability while a local signage company was utilised to dress the lounge.

Following thorough partner collaboration an extensive list of no and low alcohol beverages were procured to be served in Bar None, including eight beers & ciders, six spirits, four wines and an array of soft drinks, smoothies, mocktails and milkshakes.

To assist in the delivery of the wide product range, staff working in Bar None were provided specific training and specialist briefing on the products available.

Bar None was opened in August 2025, just ahead of the racecourse's biggest ever weekend of music racedays, which provided the platform to gain increased traction while the opening of the lounge enabled the racecourse to talk more broadly about moderate drinking and the steps it was taking to deliver positive and varied raceday experiences.



News of the no and low alcohol lounge's opening was shared by all four partners involved in its development enabling greater reach and the opening became the topic for a feature interview from Sky Sports Racing.

Results

Newbury has been very pleased with Bar None's early outcomes.

Food & beverage experience scores have increased:

- Overall satisfaction with food & beverage has increased to 7.6 since Bar None opened vs 7.4 before its opening
- Choice of food & beverage has also increased to 7.6 since opening vs 7.4 before Bar None's opening
- Ease of purchase of food & beverage has increased to 8.3 after Bar None opened vs 7.9 before
- Food & beverage value for money, quality and seating availability scores have all also increased since Bar None opened

The provision of the new space has been well received & proved popular with media:

- Sky Sports Racing commissioned a piece on Bar None's opening
- Numerous industry & trade press carried the story – including FM Industry & Sports Industry Group
- Positive sentiment for Bar None has been seen across Newbury's digital channels

Social media engagement was significantly up:

Social engagement for Bar None's launch was up 91% on Newbury's 2025 average engagement rate

Partnerships have been strengthened:

The project to deliver Bar None saw value added to partnerships with Levy, Thatchers and Lucky Saint while setting the platform for more partnership working in the future

Further development has been enabled:

The collaborative work to deliver Bar None led to meaningful cost savings, enabling Newbury to look to commission other insight and demand-led projects sooner

An environmentally-friendly space with a difference:

Bar None helps realise the environmental benefits associated with alcohol-free beverage production while providing a distinctly different space at the racecourse

Adding value in other non-raceday areas:

Bar None adds to Newbury's conference & event facilities providing revenue-generating potential on non-racedays

In summary:

The provision of Bar None was grounded in insight and a response to growing consumer demand. Delivered in collaboration with specialist partners, it's already improved food & beverage experience outcomes while providing a topical PR hook for Newbury to lead conversation on an important topic and consideration for the industry.

Supporting Information

there today ❤️

Campaign Summary

Click Here For Video

allison0133 2w
As a non drinker this is brilliant to know
Reply

emmab... gent 2w
Brilliant idea
Reply

newbury opens no alcohol - x

thestadiumbusiness.com/2025/08/19/newbury-opens-no-alcohol-focused-club-space/

Newbury opens no alcohol-focused club space

By Bradley Rial • 19 August 2025 • 2 Min Read

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BAR NONE

LOW & NO ALCOHOL BAR

MOCKTAILS

BEER & CIDER

0% SPIRITS

NON-ALCOHOLIC WINE

SMOOTHIES

HOT DRINKS

SOFT DRINKS

Alex Hammond
@skysportsAlexH

Checking out the new zero alcohol bar at @NewburyRacing before @SkySportsRacing today 🍷🍹

alexhammond13 Amazing great move @newburyracecourse

14:06 5G

h.lane852 Much better, nice to have a choice as I don't like alcohol, prefer not to drink but some people think they don't have a great time if they don't get drunk, I much rather remember my days out without the hangover after.

allison0133 As a non drinker this is brilliant to know 1 w Reply

Katie Martin Brilliant! Can't wait to give it a go 🍷🍹

MeSo Thirsty Great idea and certainly not enough of these around the country. All the best 🍷🍹

katiem1978 Loving this, will go there today 1 w Reply

bax0803 Excellent idea!!!! Well done. Definitely going 🍷🍹

118 9 1

Liked by emilypaine and others

newburyracecourse Introducing, Bar None 🍷🍹

We're excited to be opening Bar None - the... more

14 August

THATCHERS

THE FAMILY CIDER MAKERS

We're proud to be working with Newbury Racecourse on this exciting and forward-thinking project. Fans demand quality and having a delicious low and no cider on tap is a great signifier to customers that Newbury take their low and no offer seriously, giving it the same consideration as the rest of their serves.

Levy

The opening of Bar None is a perfect example of what can be achieved when we work in tandem with the Newbury Racecourse team. It shows our shared commitment to being bold and responding to the changing habits of racegoers. It's a fantastic space that not only caters to the growing demand for low and no-alcohol options but also provides a more diverse and high-quality drinks experience for everyone at the racecourse.

LUCKY SAINT

It was great to work with Newbury on the launch of Bar None, and the provision of this new space speaks to their commitment to provide an inclusive offering as demand continues to grow. We're looking forward to seeing Lucky Saint in the hands of fans at the races.

BAR NONE

LOW & NO ALCOHOL BAR

MOCKTAILS

BEER & CIDER

0% SPIRITS

NON-ALCOHOLIC WINE

SMOOTHIES

HOT DRINKS

SOFT DRINKS

Kathy Tuggey Great initiative x

Lynne Telford Lovely idea. Love it.

pageantpartynewbury Love this move! 1 w Reply

