



York Racecourse

Who are we, the Government?

- Levelling up and tackling the cost-of-living crisis

The Flying Frankie Pub

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Showcase
& Awards
2023



Objectives



The popular Theakston Real Ale Bar in Grandstand & Paddock at York, had no parallel for County Stand Racegoers

KPI - level things up by creating such a County Stand space

The wider cost-of-living crisis put a focus on the cost of a drink at a racecourse, especially in racing with much media and social media commentary around “the £7.50 Guinness”

KPI - introduce a pint at a more acceptable (lower) price

Users of York bars are aged 18-80, male and female, were we meeting the widest possible needs of customers?

KPI - create a new experience that meets a customer need

Stephen Groucott, On Trade Category Management Controller at Molson Coors says, “Demand for hazy beers and IPAs continues to rise, up by 68% since 2018. It’s a trend we’re also noticing specifically within cask – prominence of cask IPAs, pale and golden beers have increased, now accounting for 27.5% of the overall category”

KPI - respond to this trend

A key food trend (as demonstrated in the BBC2 Tom Kerridge documentary “Inside Hospitality”) is for fresh, local street food

They say if you want a beer that can keep the good times going and will not send people packing, you better get a session beer -
Liquor Laboratory report, March 2023

Delivery

- Identify a space within County Stand for a real ale bar
- Work with the leading Yorkshire brewery, Theakstons, the brewer provided experience in pub signage, display barrels, beer delivery as part of their contract, York did the joinery and background decor, making a very cost-effective conversion of a tired bar
- Brew a session IPA, exclusively for York Racecourse, with end price in mind
- Stock the bar with a range of real ales, IPAs and session beers
- Create an experience that suits the target customer, including the use of glass pint pots (or at busy times, use a polycarbonate “glass” which is 100% recyclable – unbreakable with a lifespan of up to 500 uses and is manufactured in Mirfield, Yorkshire)

Introducing the -

THE FLYING FRANKIE PUB - SERVING EBOR IPA, AN EXCLUSIVE PINT, FOR £5.90



- wider range of real ales, a best bitter, a golden ale, a pale ale, all with a ‘session’ alcohol level of 3.8-4.5%
- locate the Striped Pig (local BBQ street food provider) in the adjacent area, offering an “Italian sausage dog” and other hand-held offerings using local pork, beef, with homemade sauces and sides, griddled in front of you
- add a little marketing sparkle to the concept; as Frankie Dettori opens the bar with a photo shoot, and media known to enjoy a pint are invited to sample the pub
- also serve the new Ebor IPA in the original Theakston Bar, for Grandstand & Paddock customers

Results

"Loved the new Flying Frankie Bar in the County Stand"
– Male, 45 – 54, South Shields



- Welcomed by customers who like the pub atmosphere (pump heads, barrels, bar towels) and a proper pint
- Cash Sales, year to date, are +15% on the previous generic bar in that space
- Sales for the Striped Pig, +22% on the generic food offer of 2022
- 'The Striped Pig Company and Flying Frankie units were well organised and well run. The branding and POS was also striking.' - Independent catering audit, Robert Read Assoc, June 2023
- ITV, Yorkshire Post, Racing TV, Nick Luck Daily Podcast all ran a feature on Frankie Dettori opening the pub



Listen to Lydia Heslop reviewing The Flying Frankie pub [here](#)

‘100 points to start with for serving in a proper glass’ – Lydia Heslop

Over 5,349,688 opportunities to see,
based on circulation figures

The new Theakston bar has opened at York Racecourse. Image: supplied