



Client Company Name: Aspire's Formula 1™ Success at Silverstone

Location: Silverstone

Date: July 2007

In a statement made today, pioneering fixed event hospitality and catering company, Aspire Hospitality, reported its service provision achievements for this year's British Grand Prix at Silverstone Circuit. Catering for 205,000 people, Aspire escalated its core staff circuit team from 11 to over 3,000 employed over the three day period of Friday 6th to Sunday 8th July, serving over 10,000 covers in the corporate hospitality facilities and a further 10,000+ in the hospitality retail village, which offered a rich diversity of food offerings.

Aspire's staff operated in 11 locations across the acreage of the Silverstone estate, from small coffee and bar outlets to full fine dining hospitality. In addition, the company was responsible for in excess of 170 mobile catering operations.

Richard Phillips, managing director for Silverstone, commented, "With record crowds over the Grand Prix weekend our new catering partners, Aspire and their sub-contractors, performed brilliantly with much praise from the public, corporate clients and the British Racing Drivers' Club (BRDC).

The move to predominantly organic food and higher levels of quality and service has definitely paid off. We now have a firm base to build on and we look forward to implementing the next phase of our catering strategy". Of the many highlights recorded by Aspire during the three day event, three in particular stand out, according to Sean Valentine, managing director for the company. "We undertook the BRDC ball, delivering to 415 guests a fabulous menu, the pinnacle of which was organic lamb. Our ambition as a caterer, was to serve all covers pink – no small task for those numbers – and I believe we achieved this."

Two Silverstone 'firsts' cited by Aspire was the provision of three course a la carte dining for over 800 people in the BRDC marquee; and the creation of an organic mobile catering outlet in the BRDC farm area, operating as a theatre kitchen within the marquee, under the banner of 'Steven Saunders', creative director for Aspire and one of only 17 Fellow Master Chefs of Great Britain. Rachel Greenwood, events manager for Barker Brooks Media, who organised the BRDC ball, was emphatic, "The team should be very proud of Aspire, the service was good, the food not only looked great but tasted great (so I'm told!), and the wines went down a treat. From my experience in events, Aspire has been the best catering team I've worked with and I very much hope to do so again in the future."