

# Silverstone



**Peros is assisting Aspire Hospitality to deliver first class catering and hospitality services at Silverstone – home of British motor sport. Peros is supplying Cafédirect 100% Fairtrade coffee, tea and hot chocolate into five outlets at the circuit, as well as branded machines, merchandising materials, disposables and staff training.**

The fast-growing Aspire Group - of which Aspire Hospitality is just one part - is a pioneering venue catering and hospitality business, whose clients – including Silverstone - benefit from the unique combination of small company ethos and big company resources. The venture was founded by catering and hospitality entrepreneurs, Sean Valentine and John Duffield.

Sean explains why Peros was chosen. "First and foremost we were looking for a partner with not only an ethically traded product such as Fairtrade, but also a passion for their business. We were also looking for a company with sufficient size, independence and flexibility to meet the supply requirements of a contract as demanding as Silverstone's. Peros, with their experienced, hands-on approach and

Cafédirect product range, ticked all of these boxes and more," he said.

The Aspire Group delivers all the catering and hospitality services across the 800 acre Silverstone site. These include five outlets which are exclusively Cafédirect branded. Peros supplied new, branded bean-to-cup machines and trained staff on their operation and maintenance. Disposables are also Cafédirect branded.

During the British Grand Prix weekend held at Silverstone in July 2008, Aspire Hospitality catered for over for 250,000 people, supplementing its core staff team at the circuit with over 3,000 additional employees over the three day period. Over 16,000 covers were served in the corporate hospitality facilities and a further 10,000-plus in the hospitality retail village. Aspire operated eleven fixed locations across the Silverstone estate, from small coffee and bar outlets to full fine-dining hospitality. In addition, the company was responsible for more 170 mobile catering operations.

In addition to its numerous major racing events, Silverstone offers a variety of event and corporate facilities, including driving experiences, track days, hospitality opportunities and the Silverstone Motorsport

Academy - the UK's leading race tuition and driver coaching centre. Located in Northamptonshire, Silverstone was the venue for the first ever Formula One World Championship Grand Prix in 1950 and has been the only circuit to stage the British Grand Prix since 1986. Silverstone Circuit remains one of the world's most recognisable sporting venues.



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