



## Brighton and Hove Albion FC – Fan Advisory Board

**Meeting Title: Catering**

**Meeting Purpose: Feedback and fan concerns over catering.**

Date of Meeting: Wednesday 20th September @11:00 via Teams

### Attendees

Russell Wood & Sarah Gould (BHAFC)

Doris and Darren (Sodexo)

Clive, Andy and Gerry (FAB)

### Notes

Russell gave an overview of catering at the Amex on match days that included:

Second highest spend per head in the Premier League.

10,000 pies, 20,000 pints and 21,000 transactions per match day.

Catering ramps up 90 minutes before kickoff, peaks during 15 minutes at half time and slowly subsides 60 mins after final whistle.

Brighton do have quick transaction times and more transactions per person with the exception of Spurs in the Premier League. Russell explained that cashless and contactless has sped up times. Like on the pitch they have very strong data (going back 12 years) that informs previous sales per kiosk and this data informs next match stocking.

The club views catering as a match day service, it is not a high profit or high margin operation, and they are cheaper than local pub prices.

Some improvements have been made already this season with:

E Bars and South 1 and South 8 are now open as well

The FAB have had the most complaints on the food at the start of the season than they have on any other subject, this is across different stands, concourses and lounges. When this was suggested to Russell and Doris they did not agree there had been a problem.

## Previous actions

The previous actions were discussed and the following feedback was received:

Queues

Access for disabled fans

The new in-seat service for disabled fans has been well received and is appreciated

Vegetarian, healthy and low alcohol options were discussed, these in reality do not sell and it is a function of supply and demand that the club does not offer them.

## The start to this season

Andy discussed the lack of food for West Ham and Luton with food unavailable as early as 14:20.

This was accepted by the Club and they felt that this was a function of first games syndrome and the new habits (the strong data of sales per kiosk) are used to inform next match planning.

## 1901 Issues

The plated pie option was introduced as a premium offering and looked to improve the standard in 1901 lounges. Clive felt that the reason pies are so popular is that the food offering was not a premium offering and people chose pies as a snack.

## Other Points

Options for additional locations are in discussion taking loads off the kiosk (hopefully by October). An "Amazon Fresh" self-service style facility is to be trialed in the west stand and see if that helps. Greek wrap for the Athens game and some pizzas being trialed.

During good weather, fan zone expansion helps to take pressure off the internal catering.

Mobile beer (backpack) type service (hawking) have been used for concerts but not for matches and would be considered.

Program selling is in decline hence selling them via food outlets which they appreciate slows up food queues.

Club would look at zigzag queues as an option accepting that the person at the front of the queue has to know a space is ready to be served at.

The FAB feel a reduction in the number of offerings would be acceptable for reduced queuing times.

The Guinness in a can where offered is very slow to poor and not a great football experience.

## Actions

Club to look at queuing and trial of zigzag queues.

Club to monitor sales and stock outs as their view was different to the FAB that food and drinks had been available at all kiosks for all matches.

FAB to feed back after AEK Athens and Liverpool games.

1901 (sun harvest food was good and service apart from Guinness was good).

Lots of food and drink in North stand 1 hour after final whistle (Liverpool).

Post meeting note the Chelsea self-ordering and payment option at Stamford bridge worked well and could be considered or at least trialed.



