

GOODWOOD ACHIEVE 15% SAVINGS WITH PSL DESPITE RECORD HIGH FOOD INFLATION

Background

Renowned for quality and precision in its execution of prestigious events in motorsport, horseracing, aviation and golf, Goodwood Estate's secret has been to place even greater focus internally in its pursuit of excellence.

Andrew Grahame joined Goodwood Estate in 2008 as General Manager of the Goodwood Hotel and then in January 2010 became Venues Managing Director. He established immediately that although the four dining establishments were producing food of the highest quality, profits were just not being delivered.



Having worked with PSL for 15 years at first class hotels and restaurants including The Castle Hotel in Taunton, Mallory Court and The Lygon Arms, Andrew introduced PSL to Goodwood. He explained, "PSL reinforce the message to our chefs that the people running the business are equally concerned about profitability as well as quality. They then focus on this aspect on behalf of our chefs; leaving them confident and secure that expectations in this area are being met without them having to spend time and energy on it themselves. As a result we have been able to achieve savings of 15% without any detriment to quality; on the contrary, quality has actually improved too."

Revival triumph

The programme at Goodwood includes several major sporting events throughout the year. In September 2011 they celebrated the 13th anniversary of Revival, the world's largest historic motor racing meeting.

With a record 138,000 motorsport enthusiasts attending, including top names in the industry, Goodwood's catering venues were under tremendous pressure to ensure their reputation for consistently high quality food and service remained impeccable.



Andrew added, "We had 1500 guests for dinner in one of the aircraft hangars. PSL assisted with the sourcing of the produce including 1500 top quality loins of venison, each weighing precisely 7oz. Our team worked so swiftly and with such precision that we ensured every person was served within 43 minutes – quite an achievement!"

"There were some highly prestigious people present and their compliments were tremendous, agreeing that the quality of our food was as good as any good restaurant – not an easy task when serving such high numbers. Our chefs could be sure that, with PSL's help, every aspect in terms of quality and delivery of produce would be met and so could really focus on managing their teams."

Growing your own

Goodwood have one of the largest self-sustaining, organic farms in Europe where they now produce their own milk, venison, veal, cheese, pork, lamb and beef. When PSL first started to work with Goodwood they assessed how much of each type of meat their venues would need each year.

Andrew added, "Our farms are not yet able to supply enough meat to meet demand but PSL has been able to source first-class produce elsewhere and are assisting our farm to gauge how much of each type of meat is needed and when. They are also providing our farm with the intelligence to help them sell into the broader market, such as some of the top London hotels, and giving them guidance on selling price."

"It is this market intelligence that makes PSL invaluable to us. They look at each of our kitchens and determine how we can make improvements and achieve greater profits. The Kennels, our private club, is the area which has seen the greatest improvement in profits. Profitability here two years ago was less than 60%, but we are now reaching around 71% even after absorbing food inflation of between 7-9%.

"PSL are always able to give us good early warning signs of price fluctuations, enabling us to adapt our menus without taking a hit on profits. They constantly look at how we can improve our menus and suggest different options to accommodate such price changes."

Complexity under control

Andrew summarised saying, "PSL start by bringing in the right suppliers or agreeing better terms with our existing suppliers and constantly look at how we can improve our menus and costings. They then maintain control over the complex business of ensuring suppliers consistently adhere to our high quality expectations and achieving maximum profits whilst also accommodating



market price fluctuations. They enable us to focus on producing the best, safe in the knowledge that their skilled team are closely monitoring and ensuring all our expectations are being met. It is for these reasons that we need a company such as PSL and always will. They are critical to our success.

them have previously been chefs in top establishments themselves they know what chefs are looking for and how they can help. The regular bulletins PSL provide us with have become part of how we work every day."

"PSL is very much welcomed by our staff. We see them as a consultancy partner who understands our needs. As most of

Matt Tough, Sales & Marketing Director of PSL said, "Goodwood is a prime example of how working together with PSL, they can achieve success and further improve an already great reputation in a difficult economic environment. We are proud to play such an important part in raising and maintaining profitability from their F&B functions and look forward to working together to further improve their business position in the future."

For further information please contact Matt Tough, Sales & Marketing Director on: 07778 285321.