

**BRENTFORD FC**  
**FOOD AND BEVERAGE FAN FOCUS GROUP**  
**Meeting Notes - Tuesday 8<sup>TH</sup> December 2019**  
**18.00 to 19.30**



---

**REPRESENTNG BRENTFORD FC:**

Cliff Crown, Chairman and acting CEO, Katy Fairweather, Interim Finance Director, Ryan Murrant, Fan Engagement Manager, Nity Raj, Director

**PARTICIPATING FANS:**

Representatives from BIAS and other fans not representing any particular group – 8 fans in total.

**MEETING NOTES**

This focus group is to obtain input on the General Admission offers for food and beverage rather than Premium.

The Club is looking at outsourced and in house options.

The Club only controls the catering options within the stadium grounds.

There will also be a separate pouring rights tender process to cover the supplier of beverages

For GA there will be concourses containing kiosks all around the stadium.

Food and beverage queues will be separated in some kiosks. In other kiosks it will be possible to get both. And in others it will be possible to collect food at a collection point having ordered the food at the same time as drink.

The idea is for the stadium to be as cashless as possible to reduce queuing times.

CC: We are looking at all options to improve quality and have a bigger range of options while keeping queues down.

It should also be possible to “nudge” people – especially children – towards more healthy options.

Can the Club take the lead on single use plastic?

CC: Willing to look at that as an option.

Kiosks in GP do not pre pour hot drinks but it should be possible to do this and speed up queues.

CC: we will look into that and ask the current catering provider to comment

How much space will there be in the concourses?

CC: better than at GP, but it is a tight sight and space is limited, and the space requirements have been based on a full stadium. .

When will the ground open? When will it close?

CC: I think it's 3 hours before a game, closing 3 hours after, assuming a 3pm start. We are looking at how we can encourage people to come earlier and stay longer, so they use Brentford for more food and beverage.

Can people experience the options and potentially get more used to them before the stadium opens officially?

**BRENTFORD FC**  
**FOOD AND BEVERAGE FAN FOCUS GROUP**  
**Meeting Notes - Tuesday 8<sup>TH</sup> December 2019**  
**18.00 to 19.30**



---

CC: there will be opportunities to visit as part of test events, in or around May/June 2020.

Currently we are reasonably priced compared to other football Clubs for food and beverage. Can we continue that?

CC: It is definitely our intention to continue to make football affordable for the basic options for our fans.

On the CSR side is it possible to give surplus food to charities that collect food (e.g. Felix).

CC: Happy to look at the options with catering companies.

Service makes a huge difference. Lots of stewards at Brentford are really friendly and it makes a massive difference when they remember your name and are cheerful. It's not possible for all kiosk staff to know people's name but can some consideration be given to making service better from kiosks?

RM: it's something we are aware of from anonymous shopper surveys. We are trying to do better on service at kiosks. Little things count "enjoy the second half".