



UK Capability – Major Sports Projects

CASE STUDY

## Tricon Foodservice Consultants

Quality catering



Tricon is Europe and the Middle East's leading catering consultancy, providing integrated services in both management and design.

Over the last 30 years, the London-based firm, which also has a subsidiary in Dubai, has built a reputation for creating some of the most inspiring and successful hospitality operations in the world. It is renowned for developing innovative, intelligent and well-executed ideas to create thriving foodservice businesses.

Whether a brand new facility is being built, or an existing facility needs refreshing or redeveloping, Tricon works closely with clients to add significant value to their food and beverage operation. Its project work takes the company all over the world – from the UK and Ireland to Central and Eastern Europe to the Middle East and Africa.

The company's management consultants guide, inform and advise on all strategic and operational issues, from concept development and feasibility to auditing and monitoring, while its design experts interpret the client brief creatively with their back and front-of-house designs and in-depth technical skills. Combined, they help bring a vision to life.

Uniquely in Tricon's market, all its services are in-house, allowing a seamless integrated service from start to finish, or a focussed attention in one particular area.

"We take a holistic approach," explains Chief Executive Tony Horton. "We understand a project from beginning to end – from concept, feasibility and strategy, right through to actual practical delivery."

### Food for sport

Sports and leisure infrastructure is one of the many sectors that Tricon is active in, with clients including numerous event organisers, football clubs, racecourses, cricket grounds and golf courses, both at home and overseas.

In 2002, for example, it advised on the foodservice strategy for the Commonwealth Games in Manchester, identifying areas that needed further preparation.

"Working on an event as globally important as the Commonwealth Games was extremely satisfying," says Horton. "What was particularly exciting about it was the sheer diversity of the event, in terms of the different dietary needs of not just the athletes, but also the spectators, judges, officials and volunteers."



Similarly, in 2006, Tricon worked with the Doha Asian Games Organising Committee, advising on the catering contracts and also the cleaning and waste management contract for the 15th Asian Games. Catering spanned the athletes' village, the residential towers, and the competition and training venues. Tricon also advised on the planning for the provision of temporary dining and kitchen structures that were required in the Games village and media centre. A key legacy objective for the catering was to set high standards of food safety, hygiene, and health and safety that were to become embodied into Qatari Law.

"Our project in Doha was a particularly challenging one," recalls Horton. "Nobody on the client side could visualise the scale of the foodservice activity needed for the Games and how it could be achieved within budget. We developed a strategy for the Organising Committee demonstrating how it could be done, and received excellent feedback, particularly from the athletes."

Tricon also has a longstanding relationship with Manchester United FC. Tricon's most recent project with them was its participation in the club's Quadrant Development at Old Trafford stadium, which provided an additional 8,000 seats in the two new Quadrant stands. Leading the catering design strategy, Tricon developed a modern design which incorporated a range of match-day eating experiences and doubled the existing hospitality space. From express concessions, speciality bars to fine dining restaurants, the new hospitality services catered for a huge and varied fan base, as well as corporate customers.



The company, which regularly attends UK Trade & Investment events, is now planning further expansion, particularly in overseas markets.

"International expansion is definitely on the agenda," states Horton. "Since we set up our office in Dubai three years ago, we have enjoyed success throughout the Middle East, and are now breaking into North Africa and other parts of the world."

[www.tricon.co.uk](http://www.tricon.co.uk)

## The UK has expertise in all aspects of staging major international sporting events.

As the British Government's organisation responsible for supporting UK companies trading internationally we represent UK expertise across the major sports projects sector.

If you are looking for UK partners, goods or services in the sports projects sector then speak to UK Trade & Investment today. Our global network assist overseas event organisers to identify UK suppliers – all of whom can deliver success to your major sports project.

A dedicated website [www.sportsprojects.uktradeinvest.gov.uk](http://www.sportsprojects.uktradeinvest.gov.uk) is also useful in identifying UK companies and their world-class capabilities.

Or, if you are a UK company looking to export your products or services in the global sports projects sector we can provide you with the tools to help you be competitive on the world stage.

UK Trade & Investment offers a series of inward and outward missions and seminars, and also access to its extensive network of specialists in the British embassies and other diplomatic offices around the world.

For further information please visit [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) or telephone +44 (0)20 7215 8000.