

WINNING

Foodservice in stadia & leisure

SMART, PROFITABLE
TIME & WASTE-SAVING
SOLUTIONS



What's inside...

Key industry insights & trends

Biggest catering challenges & how to solve them

Game-changing food & beverage solutions for high-volume venues

How leading venues are optimising foodservice



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KEPAK

BALANCING SPEED, QUALITY & PROFITABILITY

In a changing market

In stadiums, theme parks, and visitor attractions, food isn't just a convenience—it's an essential part of the experience. Visitors expect fast, high-quality meals that add to their day, while operators must balance efficiency, skilled worker shortages, cost control, and ever-changing footfall.



THE CHALLENGES OF STADIA & LEISURE CATERING



**FLUCTUATING FOOTFALL &
COST PRESSURES**



**STAFFING SHORTAGES &
OPERATIONAL EFFICIENCY**



**MEETING CONSUMER
EXPECTATIONS**

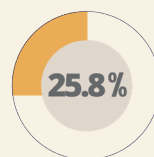


KEEPING MENUS RELEVANT



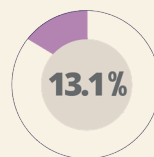
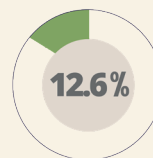
WHAT MATTERS TO CONSUMERS?

Top choice drivers



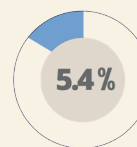
Good value
for money

Fast service



Quality of
ingredients

Healthy food
options



UK stadia & leisure market *at a glance*



£25

billion annual
market value
for retail, travel,
and leisure
foodservice



£16.29

average spend
per head

20x

Consumer
frequency



of UK sports
fans want
more diverse
high-quality
food options



18-34

year olds are
driving growth
with experience
and quality as
key factors

SMART SOLUTIONS

for success



COST-EFFECTIVE, SCALABLE MENUS



QUICK-TO-PREPARE, FROZEN PRODUCTS



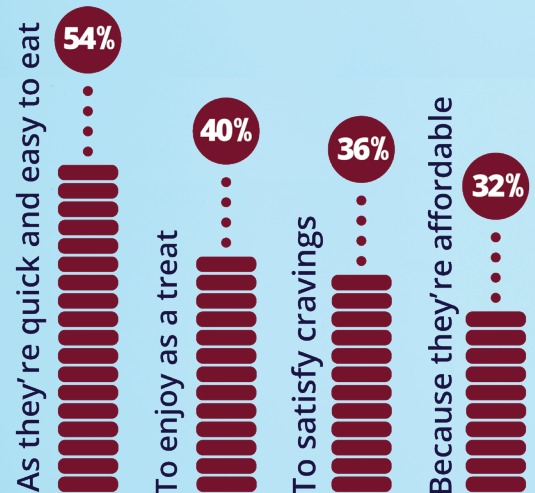
TASTY, ON-TREND CHOICES

WITH THE RIGHT APPROACH,
OPERATORS CAN SERVE UP
WINNING MENUS THAT DELIGHT
GUESTS, KEEP QUEUES MOVING,
AND DRIVE PROFITABILITY—NO
MATTER THE CROWD SIZE.



IN STADIA & LEISURE,
consumers love burgers

HERE'S WHY...



What's driving growth?

- On-the-go lifestyles are boosting demand for grab-and-go options.
- Rail and air travel recovery is set to accelerate in 2025.

Burgers and chips remain the consumer favourite, holding

23%
of market share.

Stats sourced from: Lumina Intelligence Market Sizing
Insight & Analysis, May 2024, Global Data October
2024, 2030 Vision; The Future of Foodservice.



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Game-changing solutions

HOW WE HELP YOU OVERCOME TODAY'S BIGGEST CHALLENGES



**PRE COOKED WHICH MINIMISES
PREP**



**AUTHENTIC FLAME COOKED
FLAVOUR**



**PRE-COOKED RANGE INCLUDING
FLAME GRILLED BURGERS**



**FROZEN MEANS LESS WASTE &
MORE PROFIT**



**CONSISTENT APPEARANCE,
TASTE & QUALITY**



**REDUCED HEALTH & SAFETY
RISKS**



**MINIMUM STAFF TRAINING
REQUIRED**



**HEATS IN JUST MINUTES FOR
FAST SPEED OF SERVICE**



**FULLY TRACEABLE FROM
FARM TO FORK**



**SUITABLE FOR BATCH
COOKING**



**SUITABLE FOR OVEN, HIGH
SPEED OVEN OR MICROWAVE**

WE'VE DONE THE HARD WORK SO YOU DON'T HAVE TO

Introducing **Big Al's** fully cooked, frozen range which delivers exceptional taste in minutes. Designed for speed and consistency, it helps you serve quality dishes effortlessly—keeping your kitchen running smoothly while bringing delicious, crowd-pleasing flavours to every menu.



BIG AL'S FLAME COOKED BURGERS

- 100% British & Irish Beef
- Flame cooked for great taste
- Fully cooked & frozen reducing cooking steps and waste
- Available in 3 sizes



4oz - Classic



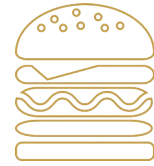
2oz - Ideal for kids, or double up
for a bigger eat.

6oz - Big eat

**WE PUT OUR
BURGERS TO THE
TASTE TEST!**

See what
consumers had to
say right here





BIG AL'S GOURMET HOT DOGS

- 100% Irish Pork
- Beechwood smoked to bring the flavour
- Branded packaging included

BIG AL'S PIZZA TWISTS

- Suitable for cooking in large or single batches
- Available in pepperoni & margherita
- Stone baked to bring the authentic Italian flavour
- Branded packaging included



BIG AL'S FULLY COOKED MESQUITE CHICKEN WINGS

- Flame-grilled for a sweet & smoky flavour
- Free from MSG & palm oil
- Fully cooked
- Simply add a dip of your choice



REDUCE WASTE, BOOST PROFITS

Across leisure venues and stadia alike, smarter foodservice solutions can help you cut costs and maximise revenue. By streamlining prep, reducing waste, and ensuring consistent portions, you'll not only delight customers but improve your bottom line.

THE FUTURE
OF FOODSERVICE IS
FAST, SCALABLE, AND
RELIABLE—HELPING YOU
SERVE GREAT FOOD,
EVERY TIME.



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TOOLS TO HELP *you succeed*

Running a fast-paced food operation comes with challenges—from keeping up with trends to maintaining efficiency and consistency. The right tools, resources, and insights can make all the difference.

We're here to help you streamline operations, maximise sales, and stay ahead of evolving customer demands. Our tailored support ensures you have everything you need to succeed, including:



POS SUPPORT

A RANGE OF MARKETING MATERIAL INCLUDING POS, POSTERS, TENT CARDS AND SOCIAL ASSETS TO HELP YOU SHOWCASE YOUR MENU AND DRIVE SALES.

EXPERT GUIDANCE

OUR TEAM WORKS WITH YOU TO IDENTIFY THE BEST SOLUTIONS FOR YOUR BUSINESS.



PRICE & PROFIT TOOLS

PRICING GUIDANCE AND A PROFIT CALCULATOR TO HELP YOU OPTIMISE MARGINS.



INNOVATION & NPd

WE'RE ALWAYS DEVELOPING NEW, EXCITING PRODUCTS AND CREATIVE MENU IDEAS TO HELP YOU STAND OUT.



TRIED & TESTED RECIPES

ON-TREND, CHEF-APPROVED RECIPES DESIGNED FOR CONSISTENCY AND EASE.



WITH THE RIGHT SUPPORT, DELIVERING GREAT FOOD, EFFICIENTLY AND PROFITABLY—HAS NEVER BEEN EASIER.



CHEF'S COMPASS IS YOUR GO-TO HUB FOR RECIPES, TRENDS, AND EXPERT ADVICE —ALL DESIGNED TO HELP YOU CREATE HIGH-QUALITY, CROWD-PLEASING DISHES.



- Download our eBook
- Explore exclusive recipes
- Stay ahead with trends & insights

Scan the QR code to access now.



OUR RECIPE APPROACH

cater to all needs

CLASSIC

SIMPLE, TIME-
SAVING RECIPES
THAT NEVER
COMPROMISE
ON TASTE.

CLASSIC



ELEVATED

PREMIUM
BUILDS
WITH ADDED
INGREDIENTS
FOR A BETTER
DINING
EXPERIENCE.

ELEVATED



GOURMET

HIGH-SKILL
RECIPES WITH
PREMIUM
INGREDIENTS
FROM OUR
GOURMET
RANGE.

GOURMET



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A TASTE OF BIG AL'S

recipe inspiration

LOADED TO THE MAX HOT DOG



— Crispy fried onions



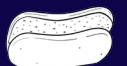
— Ketchup



— English mustard



— Big Al's Gourmet hot dog



— Toasted brioche hot dog roll



What to do:

1. Toast the Brioche Hot Dog Roll.
2. Cook Big Al's Gourmet Pork Hot Dog as per on pack instructions.
3. Place in the Brioche Hot Dog Roll.
4. Load the hot dog with crispy fried onions and lashing of ketchup and English Mustard. Once you think you've got enough on, add more!



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THE WINNING STACK



— Toasted bun



— BBQ sauce



— Crispy onions



— Big Al's BBQ pulled pork



— American cheese slice



— Big Al's Fully Cooked 6oz



— Lettuce



— Mayonnaise



— Toasted bottom bun

What to do:

1. Toast the bun and add Mayonnaise and a bed of lettuce.
2. Cook the Big Al's Prime Burger as follows;
Place the burger on a preheated hotplate / skillet and cook for 3-5 minutes on the first side, then 3 minutes on the second side OR until a core temperature of 75°C.
3. Once cooked, melt the American Cheese slice on the patty and then place on the lettuce.
4. Load with Big Al's BBQ Pulled Pork and fried onions. Add pickles and BBQ Sauce. Finish with the burger lid on top of the stack.

**DOWNLOADABLE BUILD
SHEETS AVAILABLE FOR
ALL OUR RECIPES – MAKING
TEAM TRAINING AND SERVICE
CONSISTENCY EVEN
SMOOTHER. SCAN
THE QR CODE NOW!**



A TASTE OF BIG AL'S

recipe inspiration

WINGS 6 WAYS



— Sweet chili sauce



— Sriracha sauce



— Masala sauce



— Peri peri sauce



— BBQ sauce



— Big Al's Mesquite Chicken Wings



What to do:

1. Cook Big Al's Mesquite Chicken Wings as per on pack instructions.
2. Toss some wings in BBQ sauce, others in sriracha sauce, sweet chilli and keep some plain for dipping.

QUALITY YOU CAN TASTE

Made for speed, crafted for flavour—our fully cooked range delivers consistent quality in every bite. With bold flavours, premium ingredients, and effortless prep, it's the smart choice for great-tasting meals, every time.



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SPICY NACHO BURGER



— Top bun



— 5 pickled jalapeños



— 10g spicy nacho chips



— 1 slice spicy cheese



— Big Al's 2oz Flame Cooked
Burger



— 10g sliced red onion



— 15g tomato salsa



— 1 brioche bun

What to do:

1. Cook the patty as per packaging, and toast the bun.
2. To make the salsa, de-seed and dice 1 tomato, 1 tbsp chopped coriander, mix with a pinch of salt and lime juice.
3. Place the salsa and the red onion on the bun.
4. Place the cooked patty on the onion and then place the spicy cheese on the patty.
5. Cover evenly with jalapenos.

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FULL RANGE OF PRODUCTS AT
KEPAKFOODSERVICE.COM/PRODUCTS



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