

Job Description:

Function:	Lead the operational delivery of all beverage services across Royal Ascot, racedays, Conference & Events and external events.
Position:	Beverage Manager
Immediate manager (N+1 Job title and name):	Head of Operations
Position location:	Ascot Racecourse

1. Introduction

Lead a £15m beverage operation at one of the world's most iconic sporting venues.

This is not a role for someone who simply wants to manage a drinks operation. We are looking for a strategic, commercially minded leader who can bring military precision, operational discipline and fresh thinking to a £15m-a-year beverage business at Ascot Racecourse.

You will own the performance of the operation end-to-end — from stock, COS and labour control to service standards, forecasting and supply chain — while leading a team through continuous improvement and change. You'll be expected to challenge how we work today, identify smarter ways of operating and build a beverage function that is more efficient, more commercially powerful and consistently exceptional for our guests.

With Royal Ascot, racedays, 30 restaurants, 215 private boxes and up to 150 retail units, the scale is significant. If you thrive on complexity, precision and the opportunity to transform an operation, this is your chance to shape the future of beverage at Ascot.

2. Purpose of the Job

- The Beverage Manager is responsible for leading the end-to-end beverage operation across Ascot Racecourse, ensuring exceptional operational delivery, commercial performance and guest experience across all racedays, Royal Ascot, Conference & Events and external events.
- Reporting to the Head of Operations, the role leads the beverage department through effective planning, stock management, labour optimisation and operational leadership, ensuring every event is delivered safely, efficiently and to the highest standards.
- Working collaboratively with Hospitality, Retail, Culinary, Finance, Commercial and Event Operations teams, the Beverage Manager champions operational excellence, drives continuous improvement and develops a high-performing team capable of delivering world-class events.

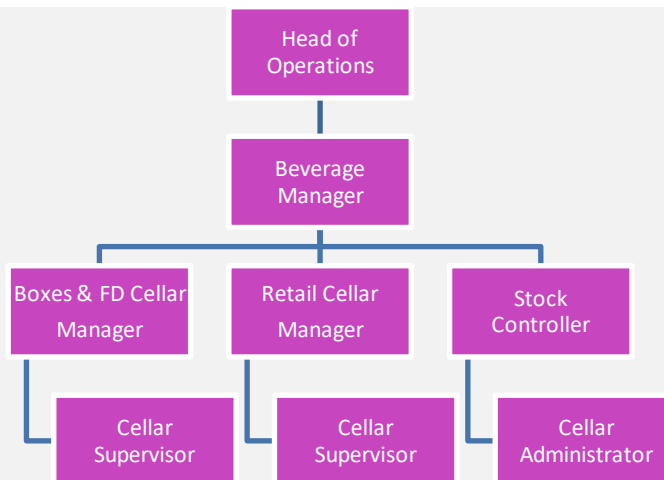
3. Dimensions

- Up to 30 Fine Dining Restaurants
- 215 Private Boxes
- Up to 150 Retail Units

4. Context and Focus

- Ensure the beverage operation is fully prepared, resourced and operationally ready for every event.
- Provide a highly visible leadership presence during live operations, supporting Hospitality and Retail teams to deliver exceptional guest experiences.
- Lead operational briefings and ensure all beverage teams understand priorities, standards and operational expectations.
- Build strong collaborative relationships with Hospitality, Retail, Culinary and Finance departments.
- Drive service consistency, operational discipline and continuous improvement across the beverage operation.
- Lead operational debriefs following every event, ensuring lessons learned are captured and improvement plans implemented.

5. Organization Chart



6. Main Assignments

Operational Excellence & Continuous Improvement

- Review operational performance after every event.
- Analyse labour, COS, stock variance and operational feedback to identify improvement opportunities.
- Develop and implement action plans to improve efficiency and operational performance.
- Standardise beverage processes across all areas of the business.
- Promote innovation and best practice throughout the beverage operation.
- Support all activity and requests from Ascot sponsors and partners regarding beverage activations.
- Support business projects and operational initiatives as required by the Head of Operations.

Commercial & Financial Performance

- Deliver beverage budgets through effective stock management, labour planning and operational efficiency.
- Own beverage Cost of Sales (COS) performance and investigate variances.
- Manage beverage labour budgets to achieve agreed productivity targets.
- Produce accurate forecasts to support purchasing and operational planning.
- Monitor stock holding values, reducing excess stock and minimising waste.
- Ensure all stock reconciliation and financial reporting is completed accurately and within agreed timescales.

- Review event performance with Finance and operational stakeholders, identifying opportunities for continuous improvement.

Stock & Supply Chain Management

- Oversee all beverage purchasing to ensure stock availability while maintaining agreed stock holding levels.
- Ensure accurate stock control across all beverage locations.
- Manage supplier relationships, ensuring service levels, delivery schedules and product quality meet operational requirements.
- Monitor product life cycles and implement plans to avoid write-offs and wastage.
- Ensure accurate invoice processing and reconciliation.
- Maintain effective stock security across all beverage operations.

People Leadership

- Lead, coach and develop the Cellar Managers and Stock Controller.
- Create a positive, accountable and high-performing team culture.
- Conduct regular one-to-ones, performance reviews and coaching sessions.
- Support recruitment, induction, succession planning and talent development.
- Promote cross-functional collaboration with Hospitality and Retail management teams.

Health, Safety & Compliance

- Ensure all beverage operations comply with company policies, licensing legislation and food safety requirements.
- Lead a proactive safety culture across the department.
- Ensure Safe Systems of Work are implemented and maintained.
- Maintain compliance for all equipment, including dispense systems and mechanical handling equipment.
- Ensure line cleaning schedules, maintenance programmes and safety inspections are completed.
- Complete regular operational safety walks and ensure corrective actions are implemented.
- Ensure all team members receive appropriate training and maintain compliance records.

7. Key Performance Indicators

The Beverage Manager will be measured against:

- Beverage Cost of Sales (COS)
- Labour Cost Performance
- Forecast Accuracy
- Stock Holding Value
- Stock Variance
- Waste Reduction
- Operational Readiness
- Service Consistency
- Guest Satisfaction
- Health & Safety Compliance
- Audit Compliance
- Team Engagement and Development
- Delivery of Continuous Improvement Actions
- Financial Reconciliation Accuracy

8. Person Specification

Essential

- Significant experience managing beverage operations within a large-scale hospitality, stadia, events or contract catering environment.
- Proven experience leading operational teams in a fast-paced environment.
- Strong commercial awareness with experience managing labour, budgets and stock.
- Excellent knowledge of beverage stock management and inventory systems.
- Strong financial and analytical skills.
- Excellent planning and organisational skills.
- Experience leading teams through operational change and continuous improvement.
- Strong communication and stakeholder management skills.
- Highly visible leadership style with a hands-on approach to operational delivery.
- Excellent Microsoft Office skills, particularly Excel.

Desirable

- WSET or equivalent beverage qualification.
- Forklift license or experience managing mechanical handling operations.
- Knowledge of EPOS and stock management systems.

9. Management Approval – To be completed by document owner

Version: 3

Date: October 2026

Document Owner: Lauren King

10. Employee Approval – To be completed by employee

Employee Name:

Date: