



### MINDFUL MEETINGS INTRODUCED

**March:** We introduced our Mindful Meeting packages, which focus on sustainability, healthy living and stress-free meetings.



### PLANT-BASED FOCUS

**April:** Focus on plant-based food / food wastage / using off cuts to create new dishes.



### STOP FOOD WASTE

**May:** Head Chef Allen Townsend incentivised his team to turn veg trimmings into soup that is then used for conferences and match days.



### FEAR OF RUNNING OUT

**June:** New buffet style presentation, to deliver our ethos of food waste reduction, based on smaller dishes that are frequently refreshed.



### BRAIN POWER

**July:** Received 'Food for the Brain' accreditation, for our commitment to nutrition, wellbeing and achieving high standards of nutritional excellence in our food catering.



### 1871 SUITE'S MAKEOVER TO CLUB 106

**August:** The 1871 Suite was refurbished and renamed to give guests a more premium and modern experience.



### SAID GOODBYE TO THE RBCC

**October:** Said goodbye to the RBCC name and rebranded as Reading FC Conference & Events to better align with the club and stadium.



### SHINY NEW WEBSITE

**November:** Launched a brand-new website to show off our new name and look while providing a streamlined customer journey for event bookers.



### BLACK FRIDAY: GIVING SOMETHING

**November:** For Black Friday we ran an incentive to raise money for our nominated charity, the British Paralympic Association which raised over £1400.