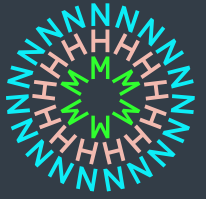


Natural History Museum

# Delivering a catering masterplan

Robert Wetherell, Head of Events & Catering



# Natural History Museum

## Delivering a catering masterplan ready for the Museum's 150<sup>th</sup> anniversary

Robert Wetherell, Head of Events & Catering

### Introduction

An overview of the catering operation at NHM and how we work with Benugo, our catering partner

Delivering a high-quality catering offer to a diverse audience

Adapting the offer through a catering masterplan

Refurbishing outlets and building a new restaurant in the grounds of the Museum

The importance of running a sustainable operation





# Natural History Museum

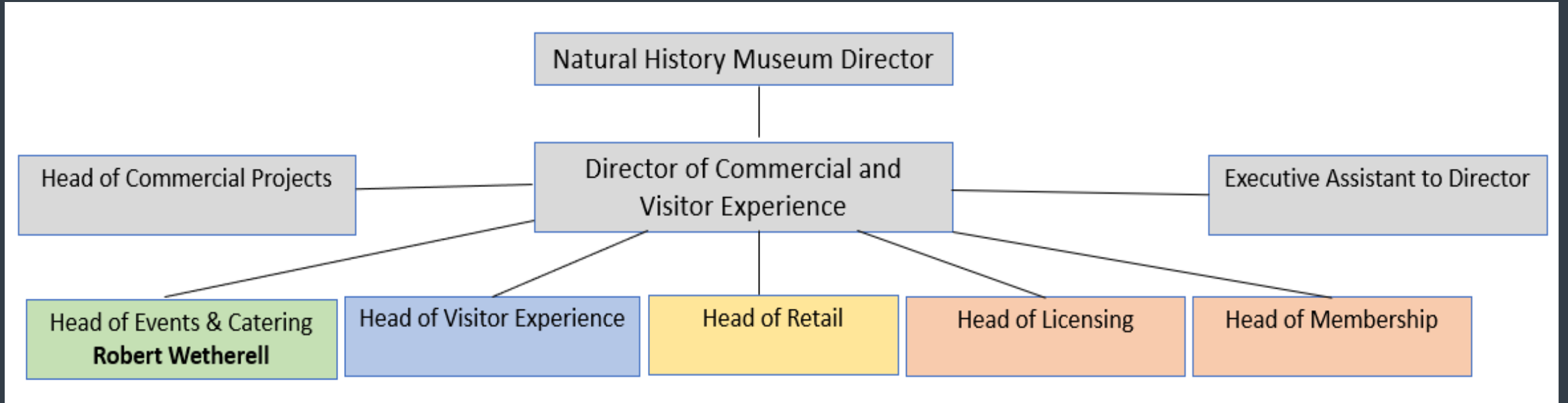
South Kensington, London

- The Museum is a world-class visitor attraction and leading science research centre
- 4.6m visitors in 2022, set to exceed 5m visitors in 2023
- 80 million objects spanning billions of years
- 900 staff
- Mix of permanent and temporary exhibitions, including Titanosaur: Life as the Biggest Dinosaur and Wildlife Photographer of the Year
- Our vision is of a future where both people and planet thrive
- Our mission is to create advocates for the planet





# Natural History Museum





## Catering partner

### Benugo

- Started on the high street 25 years ago
- Catering partner at NHM since 2008
- Operate in London and beyond
  - Abba Arena
  - V&A
  - Edinburgh Castle
  - Parks and stations
  - John Lewis
  - Skara Brae
- In house v external
- Why Benugo?



# The catering operation At NHM

## Outlets

- 3 Cafes – The Kitchen, Central Café, Darwin Centre Cafe
- T. rex Restaurant
- Anning Rooms
- Pop ups
- Vending machines
- Museum events bars – silent disco, Dinosnores for Grown Ups, members' events
- Catering for other events – Dinosnores for kids, internal meetings

## Our audience

## The catering offer





# Online presence

## Eat, drink and shop

Roaming the galleries can be exhausting stuff, so why not rest and refuel in one of our cafes? There's a selection of fresh food and hot and cold drinks available. Browse the shops for dinosaur- and other nature-inspired gifts.

[Find out what's available >](#)



## × Restaurants and cafes



### T. rex Restaurant

Step back in time and dine with the dinosaurs in our family restaurant. Enjoy pizzas, salads, toasted sandwiches and desserts. Kids' meals are available.

In the Green Zone. Open 11.00-16.00.

[T. rex Restaurant menu >](#)



### Central Cafe

Take a break and enjoy a selection of sandwiches and salads, or tuck into crisps, cakes, pastries and fruit.

Takeaway is available. High chairs are available.

In the Blue Zone. Open 10.00-17.30.

[Central Cafe menu >](#)



### The Kitchen

Choose from sandwiches, wraps and seasonal salads, or try our cakes, pastries and muffins. For kids, there are special lunch and activity packs.

In the Red Zone. Open 11.30-16.00.

[The Kitchen menu >](#)

## T.REX RESTAURANT

SET MENU  
Any main course, dessert  
and soft drink,  
beer or house wine  
£23

Please ask us about the allergens in our food  
ORDERS NEED TO BE PLACED AT TILL POINTS WITH THE TABLE NUMBER

### NIBBLES

Mixed nuts (vgl) 300kcal £3  
Olives (vgl) 75kcal £3  
Breadsticks (vgl) 270kcal £3.50  
Crudités with hummus (vgl) 95kcal £4

### STONE-BAKED SOURDOUGH PIZZA

All pizzas can be made with dough containing no gluten  
Margherita (v) £11.50  
Tomato sauce, mozzarella 66kcal  
Vegan 'nduja (vgl) £13.50  
Tomato sauce, red onion, grilled courgette, vegan 'nduja, pesto, vegan cheese 69kcal  
Diavola £13.50  
Tomato, mozzarella, pepperoni, fresh chilli, red onion 94kcal  
Quattro formaggi £14.50  
White sauce, mozzarella, Gorgonzola, Grana Padano, ricotta 75kcal  
Prosciutto and Gorgonzola £14.50  
Prosciutto, Gorgonzola, rocket, tomato sauce, mozzarella 87kcal

### SALADS

Sumac chicken salad (vgl) £13  
Roasted peppers, roasted courgette, pickled red onion, rocket, lemon dressing 30kcal  
Add British chicken 60kcal £3  
Greek salad with feta (v) £13  
Mix leaves, red onion, cucumber, baby plum tomato, Kalamata olives, Greek dressing 95kcal  
Caesar salad £12.50  
Cos lettuce, French L, Beets form in Kent, croutons, Grana Padano, homemade Caesar dressing 90kcal  
Add British chicken 60kcal £3

### NO GLUTEN DISHES

Lemon and herb roasted half chicken and fries £16.95  
British half chicken, summer slow, lemon and herb oil 70kcal  
Naked pulled pork burger and fries £14.50  
BBQ pulled pork, summer slow, BBQ sauce 48kcal  
Naked T. rex beef burger and fries £13.50  
Baby gem lettuce, red onion, tomato, pickled gherkin, spiced burger sauce 67kcal

Greek salad with feta (v) £13  
Mix leaves, red onion, cucumber, baby plum tomato, Kalamata olives, Greek dressing 95kcal  
Sumac chicken salad (vgl) £13  
Roasted peppers, roasted courgette, pickled red onion, rocket, lemon dressing 30kcal  
Add British chicken 60kcal £3

(v) vegetarian | (vgl) vegan  
We use a wide range of ingredients in our kitchen, some of which may contain allergens. Please let us know if you have a specific allergy or dietary requirement so we can let you know if the meal is appropriate for you.  
Adults need around 2000kcal a day.

KIDS' MENU AND DRINKS ON REVERSE

### MAINS

Our burgers and chicken are UK Red Tractor approved  
All served with fries 225kcal  
Spiced carrot and lentil burger (vgl) £13.50  
Sweet roasted peppers, chipotle mayo, baby gem lettuce, sweet potato pakora 44kcal  
Pulled pork burger £14.50  
BBQ pulled pork, summer slow, BBQ sauce, brioche bun 67kcal  
Lemon and herb roasted half chicken £16.95  
British half chicken, summer slow, lemon and herb oil 70kcal  
T. rex beef burger £13.50  
Baby gem lettuce, red onion, tomato, pickled gherkin, spiced burger sauce 67kcal  
Add bacon 61kcal £1 / Add cheese (v) 83kcal £1

### DESSERTS

Salted caramel popcorn cheesecake (v) 640kcal £6.75  
Chocolate molten volcano cake (v) 380kcal £7  
Seasonal fruit with yoghurt (v) 95kcal £6

### ICE CREAM

Ice cream (v) £6.25  
Three scoops  
Vanilla 65kcal / Strawberry 82kcal / Chocolate 95kcal  
Chocolate sauce 40kcal / Toffee sauce 46kcal

### SIDES


Skin-on fries (vgl) 391kcal £4.50  
Onion rings (vgl) 225kcal £4.50  
Summer slaw (v) 205kcal £4.50  
Mixed leaf salad, cherry tomatoes, olive oil (vgl) 270kcal £4.50  
Grilled corn on the cob, chilli and garlic (vgl) 70kcal £4.50






# Pre-visit marketing – ticket booking system

Get ready for your visit to the Museum. [View in browser](#)



We look forward to seeing you soon




**Ready to rock**

Are you ready for your trip to the Museum? Here's some important information to check before you visit.

- Plan the quickest and safest route by going on [TFL's website](#). The nearest Tube station is South Kensington, about a five-minute walk from the Museum's main entrance on Cromwell Road. It services the District, Piccadilly and Circle lines. This station is not step-free.
- Please arrive at your selected time with your tickets ready for inspection. Our Visitor Assistants may check your tickets at several points as you queue and enter the Museum.
- Download our [Museum map](#) to guide your way around our galleries.
- We aim to provide the widest possible access to all of our visitors. [Find out more](#) about wheelchair hire, audio guides and more information about accessing the Museum.
- Explore our exhibitions and events to find out [what's on](#) when you visit the museum.
- The Museum gardens are now closed until autumn 2023 as we work on our landmark Urban Nature Project. The main entrance on Cromwell Road is accessible via the gates in front of the Museum, or you can use the side entrance on Exhibition Road.

If you would like to change or cancel your free general admission ticket booking, **you do not need to contact us**. Simply [make a new booking](#).

[Visit our website for more information](#)

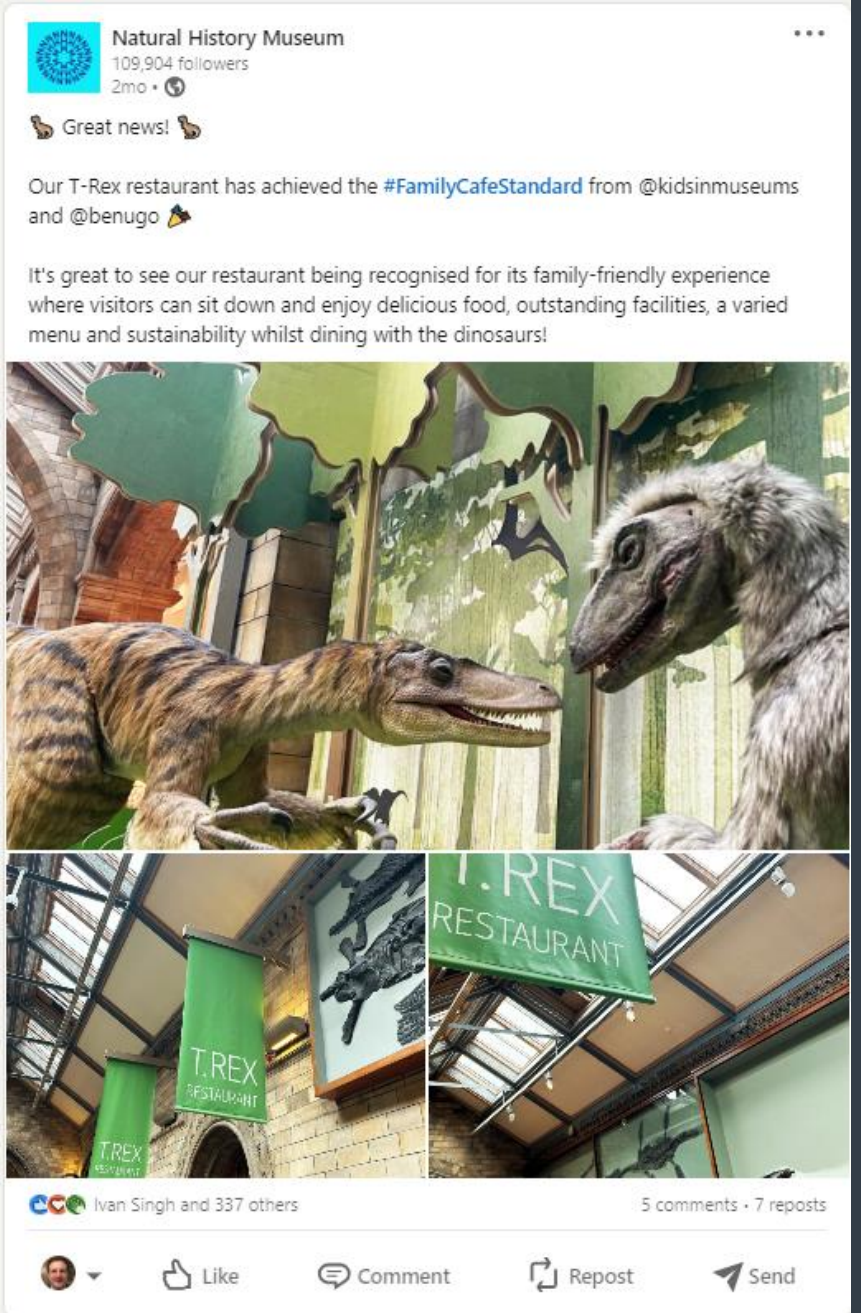


**Eat, drink and shop**

Visit our family-friendly restaurants and cafes for freshly prepared food, including vegetarian and vegan options and stop at one of our shops to treat yourself to a souvenir or pick up a gift.

[Plan your visit](#)

# NHM social media channels





**Natural History Museum**  
109,904 followers  
2mo • 🌐

Great news! 🎉

Our T-Rex restaurant has achieved the [#FamilyCafeStandard](#) from @kidsinmuseums and @benugo 🎉

It's great to see our restaurant being recognised for its family-friendly experience where visitors can sit down and enjoy delicious food, outstanding facilities, a varied menu and sustainability whilst dining with the dinosaurs!



[👍](#) [🗨️](#) [🔄](#) [📧](#)

[Ivan Singh and 337 others](#) 5 comments · 7 reposts

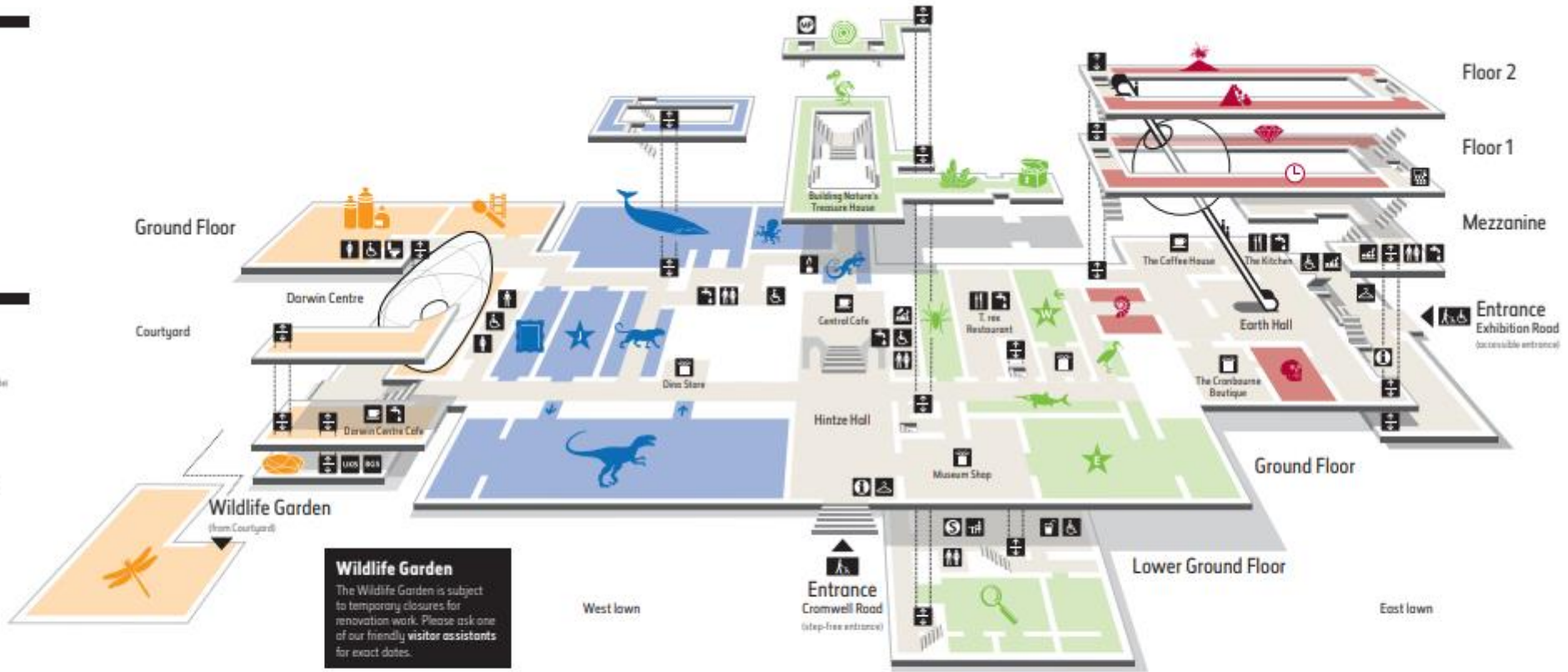




# Location of outlets – the Museum map

- Facilities**
- Information and tickets
  - Toilets
  - Accessible toilets
  - All-gender toilet
  - Baby change room
  - Baby care room
  - Chalkroom
  - Shop
  - Restaurant
  - Cafe
  - Snack Bar
  - Water bottle refill point

- Galleries**
- Orange Zone**
- Attenborough Studio
  - Cocoon (entrance)
  - Wildlife Garden (entrance outside)
  - Zoology spirit building
- Blue Zone**
- Dinosaurs
  - Fishes, Amphibians & Reptiles
  - Images of Nature
  - Jerwood Gallery
  - Mammals
  - Mammals (blue whale)
  - Marine Invertebrates



- Facilities**
- Information and tickets
  - Lifts
  - Picnic Area
  - School Reception
  - The Access Rooms for Members and Patrons
  - Flatt Events Theatre
  - Contemplation Room
  - Centre for UK Biodiversity
  - British Geological Survey
  - Accessible entrance
  - Step-free entrance

- Galleries**
- Green Zone**
- Birds
  - Creepy Crawlies
  - East Pavilion
  - Fossil Marine Reptiles
  - Giant Sequoia
  - Investigate Centre
  - Minerals
  - Treasures (Cocoon Gallery)
  - The Vault
  - Waterhouse Gallery
- Red Zone**
- Earth's Treasury
  - From the Beginning
  - Human Evolution
  - Lasting Impressions
  - Restless Surface
  - Volcanoes & Earthquakes

**Wildlife Garden**  
 The Wildlife Garden is subject to temporary closures for renovation work. Please ask one of our friendly visitor assistants for exact dates.



spiced burger sauce 6.95

ON REVERSE

# Catering masterplan – why?

- Why did we want a catering masterplan
  - Dovetail with Museum masterplan – exhibitions, branding, wayfinding
  - Catering has evolved piecemeal over the years, opportunity to reflect and set new strategy
  - Allocate CAPEX appropriately
  - Understand how we are meeting the needs of our visitors and what we can do better
  - Ensure we have the right options available at the right part of the journey
  - Opportunity to communicate with the rest of the Museum
  - Generate additional income for the Museum by increasing conversion and average transaction value
- The brief
  - We want to create a Catering Master Plan that sets out our vision and top-line strategy for the development of our public catering facilities through to 2031
  - Forward Associates
  - Collaboration with Benugo, started in 2019

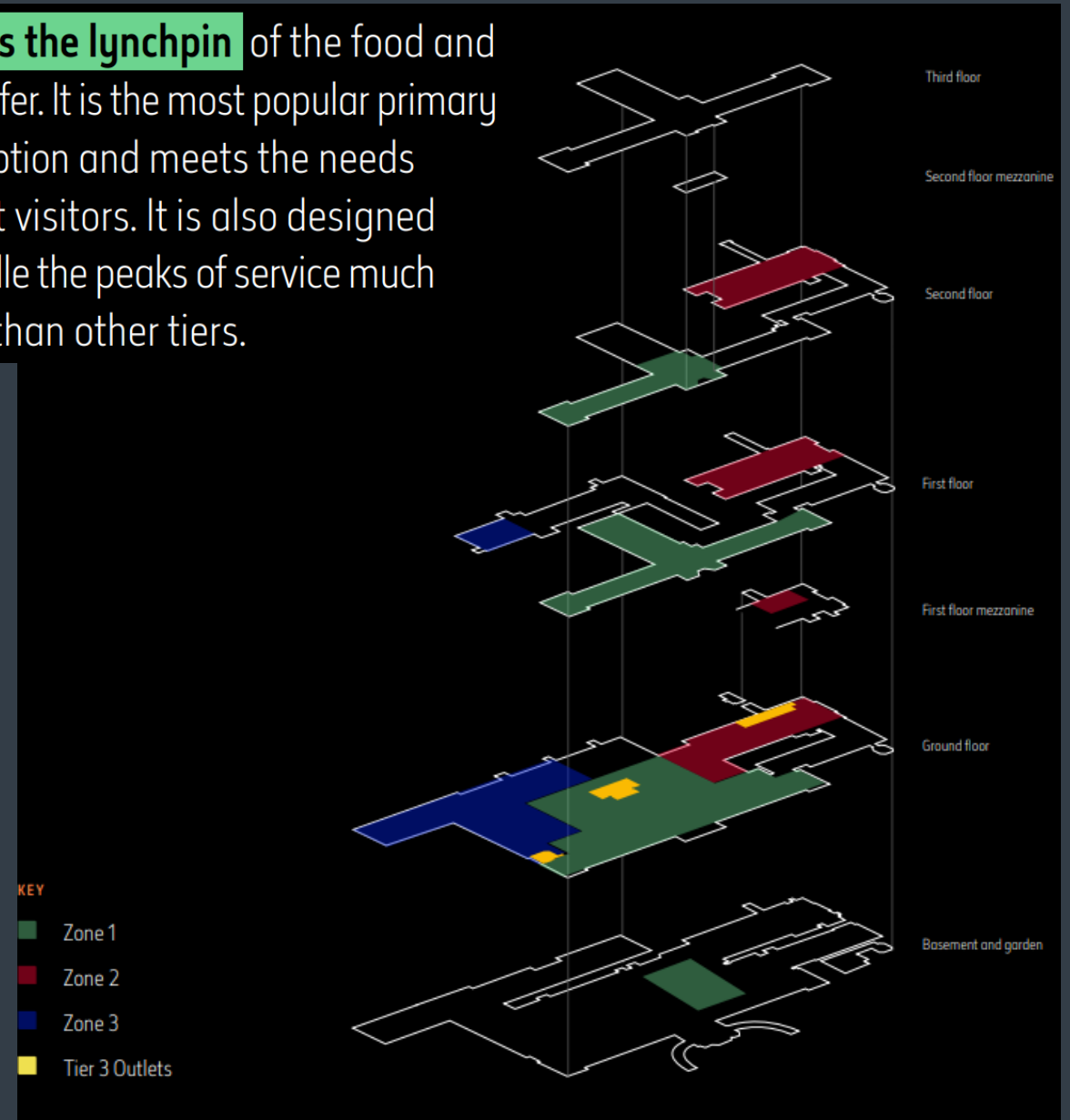




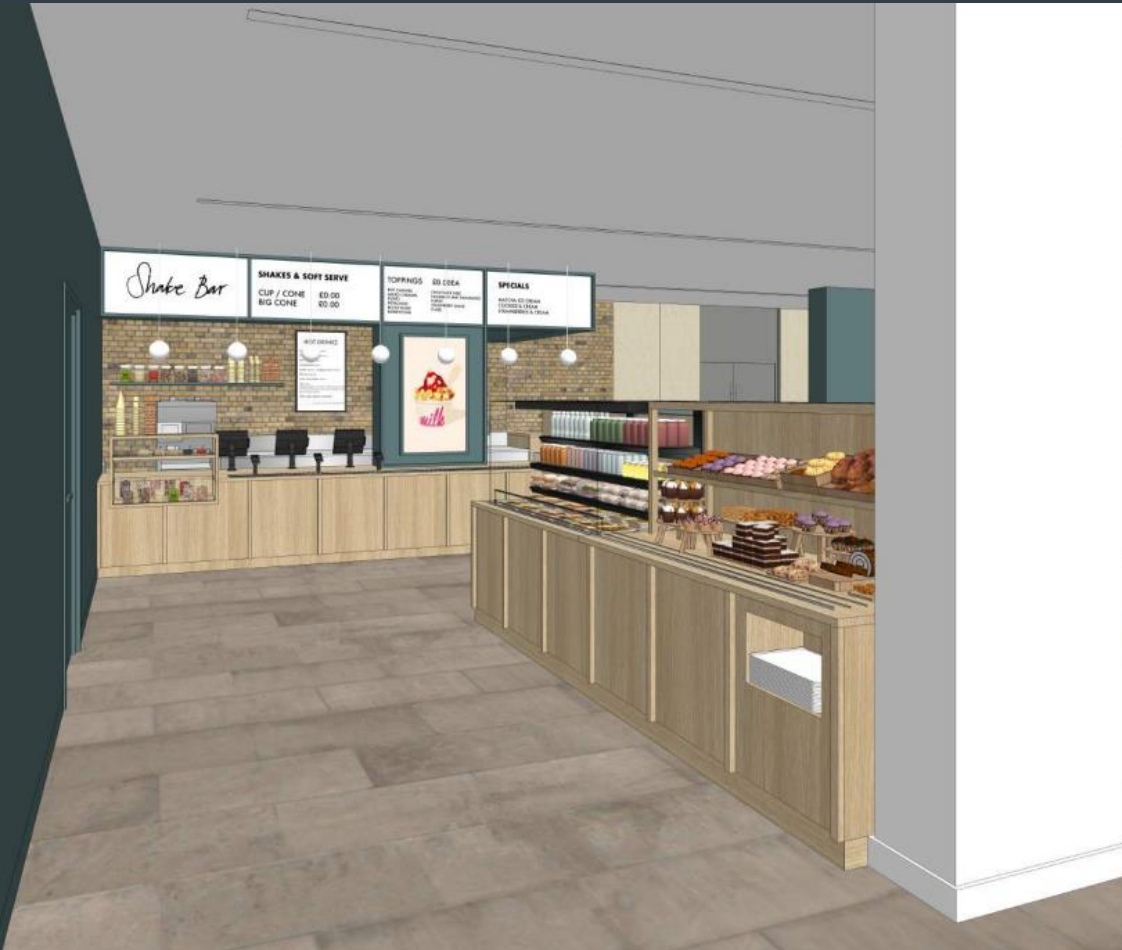
## Catering masterplan – what we researched

- Audiences - different at different times
- Customer flow
- Customer behaviour – primary and secondary purchases
- Tiering, ranging from 1 to 8
  - Tier 1 – coffee cart / vending / ice cream cart
  - Tier 2 – coffee van / kiosks / street food van / artisan ice cream
  - Tier 3 – fast food outlet / café / food hall
  - Tier 4 – order or pay at counter restaurant / premium fast food
  - Tier 5 - casual dining restaurant
  - Tier 6 – premium casual dining restaurant
  - Tier 7 and 8 – fine dining restaurant / private members club
- Signage and wayfinding

**Tier 3 is the lynchpin** of the food and drink offer. It is the most popular primary meal option and meets the needs of most visitors. It is also designed to handle the peaks of service much better than other tiers.



## Catering masterplan – what next



- Refurbishing cafes
- Increase capacity
- Updating offer
- Theming each space whilst delivering core offer
- Operating modes – promoting different offer at different time of day
- Creating new outdoor restaurant
- New pop ups
- Digital screens
- Wayfinding
- This is our go-to point of reference for considering new propositions





# The Garden Kitchen





# Sustainability

- Why is it important

- to NHM?

- (315) [Our journey to become a greener Museum | Natural History Museum - YouTube](#)

- to Benugo?

- to our visitors?

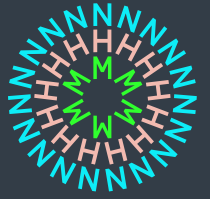
- What we currently do

- <https://www.nhm.ac.uk/about-us/a-sustainable-museum.html>

- Challenges







Natural History Museum

# Thank you

Robert Wetherell

[r.wetherell@nhm.ac.uk](mailto:r.wetherell@nhm.ac.uk)

