



ASCOT RACECOURSE AND UNILEVER ANNOUNCE RELATIONSHIP FOR 2021

7th April 2021

Ascot Racecourse today announces a new relationship with Unilever for 2021 which will see a range of exciting Unilever brands and products on site across Royal Ascot.

As part of the relationship, Ascot Racecourse is proud to announce that Magnum Ice Cream will be the 'Official Ice Cream of Royal Ascot'.

For the first time Magnum will be bringing its iconic Magnum Dipping Bar to Ascot Racecourse, inviting racegoers to experience true craft and indulgence at Royal Ascot in 2021.

Guests will be able to enjoy a specially crafted 'Royal Ascot' Magnum ice cream design or choose to personalise their own bespoke Magnum with a selection of carefully curated toppings.

As well as creating unforgettable experiences, Ascot Racecourse is fully committed to keeping its guests safe and the on-site experience will be operated in a Covid-secure way.

The relationship with Unilever will extend to work with Lifebuoy Hand Sanitiser – the World's No 1 antibacterial soap brand – to provide hand sanitiser stations across the site.*

In addition, The Vegetarian Butcher will be on site with plant-based proteins for meat lovers to enjoy. Also, Hellmann's condiments will be stocked throughout the site and offered across all concessions.

Alastair Warwick, Managing Director at Ascot Racecourse, said:

"We are excited to announce our new relationship with Unilever and look forward to working alongside some of their brands to enhance the experience on-site for our customers as they return in 2021."

Hazel Detsiny, Vice President Away from Home Channels, UK and Ireland at Unilever, said:

"Providing guests with a unique and premium experience is all part of the magic of Royal Ascot and we're thrilled that Magnum is the Official Ice Cream supplier. As the Official Ice Cream of Royal Ascot, Magnum will give guests the chance to design their own, unique Magnum at the iconic Magnum Dipping Bar."

*Nielsen, Global Hygiene skin cleansing unit sales, 52 WE 29/2/20

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About Ascot Racecourse

Ascot Racecourse was founded in 1711 by Queen Anne who saw the land had potential for horseracing. Royal Ascot in June is an occasion like no other in the sporting calendar. While its five days of Flat racing attracts entries from around the world and is demonstrably a celebration of horse racing at its very best, it is also a social occasion like no other, steeped in history and synonymous with pageantry and style.

On each of the five racedays, The Queen arrives by Royal Procession along the racecourse with her guests, in full view of the 300,000 weekly spectators.

At the heart of Royal Ascot is the Royal Enclosure which dates back to 1807 and the reign of George III. Within this area, a dress code of morning dress for men and formal day wear for ladies applies.

To book tickets visit www.ascot.co.uk or call 0844 346 3000.

About Unilever

On any day, 2.5 billion people use Unilever products to look good, feel good and get more out of life – giving us a unique opportunity to build a brighter future.

Making sustainable living commonplace

Great products from our range of more than 400 brands give us a unique place in the lives of people all over the world.

When consumers reach for nutritionally balanced foods or indulgent ice creams, affordable soaps that combat disease, luxurious shampoos or everyday household care products, there's a good chance the brand they pick is one of ours. Seven out of every ten households around the world contain at least one Unilever product, and our range of world-leading, household-name brands includes Lipton, Knorr, Dove and Hellmann's.

Whatever the brand, wherever it is bought, we're working to ensure that it plays a part in helping fulfil our purpose as a business – making sustainable living commonplace.

Unilever.co.uk

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