

## RFU launches England Rugby Hospitality



- From autumn 2018, all official match day hospitality at Twickenham will be delivered within the stadium
- England Rugby Hospitality will exclusively deliver on-site match day hospitality at Twickenham Stadium, supported by Keith Prowse
- New East Stand upgrade to create additional 11,600sq.m space for match day hospitality

Today (13 September 2017) the RFU has launched England Rugby Hospitality. After successfully securing planning permission for the redevelopment of Twickenham Stadium's East Stand (Dec. 14th), the RFU has announced that England Rugby Hospitality will become the exclusive provider of official match day hospitality at Twickenham Stadium from autumn 2018. The new venture will also see Keith Prowse, the RFU's long-standing official hospitality agent, become exclusive sales agent for England Rugby Hospitality.

The East Stand development will create an additional 11,600 sq. M of space over six levels. The new hospitality areas will be distinctive in design and celebrate the unique aspects of the home of England Rugby and the game. They will not only build on the stadium's existing high-quality hospitality, but also diversify the hospitality offering to appeal to and attract new audiences.

Fans will be provided with a range of new hospitality options from informal dining experiences at 'The Gate', a chop house themed restaurant serving quality meats, paired with premium wines and real ale, to a more upmarket restaurant offering, 'The Lock', serving classic English food with a contemporary twist. The 'East Wing' will consist of large lounge spaces with bars and a concierge service and have unique dual aspect views of the match pitch and terraces overlooking the London landscape. Finally, the 'Rose Garden' will be an authentic roof garden with a vibrant mix of live cooking and live music.

Hospitality for the 2018 Old Mutual Wealth Series: England v South Africa (3 November), England v New Zealand (10 November), England v Japan (17 November) and England v Australia (24 November) will be available from 6 November 2017 online at [www.englishrugbyhospitality.com](http://www.englishrugbyhospitality.com)

Steve Brown, Chief Executive, RFU said: "We are excited about the prospects of owning, designing and delivering the only official match day hospitality offering at Twickenham Stadium from autumn 2018. England Rugby Hospitality will not only diversify our hospitality offering and create more choice, it will also transform fans' match day

hospitality experience. The new upgrade to the East Stand will create a quality, consistent offering to cater for a range of existing and new audiences. Through direct provision of official hospitality, we will better understand our customers and also be in a position to generate additional revenue which will be invested directly back into rugby at all levels.”

England Rugby Hospitality will begin operating immediately alongside Twickenham’s official licensed operators, before becoming the exclusive hospitality provider from autumn 2018.

For more information about England Rugby Hospitality visit [www.englandrugbyhospitality.com](http://www.englandrugbyhospitality.com)