



ALEXANDRA  
PALACE  
CATERING





## Food has always been part of the Alexandra Palace story.

Built as a leisure destination for Victorian London, the Palace was home to vast restaurants and cafés along the South Terrace, among the largest catering operations in Europe at the time. With bank holiday crowds running into the tens of thousands, feeding people was always a grand-scale affair.

Today, that legacy continues. As one of London's leading venues for concerts, exhibitions and conferences, Ally Pally delivers flexible, event-led catering, from cafés and pop-ups to elegant banquets, BBQs and high-volume bars. Whether it's canapés for a reception, crew catering behind the scenes, or serving fans at the world-famous World Darts Championship, our team continues a long tradition of feeding the crowds.





As the exclusive in-house caterers at Alexandra Palace, we deliver extraordinary events at every scale. From intimate gatherings of 50 guests to spectacular indoor celebrations for up to 10,000, and breathtaking outdoor experiences for as many as 40,000, our team brings vision, precision and passion to every occasion.

Alongside events, we manage all on-site catering, including the Theatre and Ice Rink bars, two busy cafés, and the much-loved **Phoenix Bar & Pizzeria**.

Our deep knowledge of this venue allows us to transform every space into an unforgettable dining experience, whatever the size or style of your event.

## Our Philosophy

### Fun. Contemporary. Delicious

We respect the rich catering heritage of Ally Pally, occasionally reflected in nostalgic touches like our vintage Alexandra Palace-branded crockery, but our outlook is firmly future-focused. Using modern culinary techniques, the finest seasonal produce and close partnerships with trusted suppliers, we create menus that are confident, creative and precisely delivered.

Our thoughtfully curated wine, cocktail and beverage collections are designed to elevate every occasion, from prestigious award dinners and conferences to street-food events and private celebrations.

## Sustainability with Substance

Our catering team is committed to reducing environmental impact at every stage of delivery. We operate entirely without single-use plastics and work closely with specialist waste partners to maximise recycling, reuse and composting. We prioritise suppliers who offer local delivery to help cut carbon emissions, and our menus are guided by responsible sourcing, including FSC-certified sustainable fishing practices and other recognised environmental standards. We are also proud to offer a dedicated **green menu**, created using responsibly sourced ingredients, giving you the opportunity to align your event with a more sustainable approach, without compromise on quality or creativity.





# Behind the menus

## Hi, I'm Jordan, Head Chef at Ally Pally.

My team and I are driven to create clean, expressive flavours, deliver striking presentation, and show absolute respect for the produce we use.

Throughout my career, I've had the privilege of working around the world, from luxury hotels and cruise ships to major international event venues. Along the way, I've built a diverse culinary repertoire shaped by global influences, particularly the cuisines of Asia and the Pacific Rim.

Today, I bring that experience to every plate served at Ally Pally, creating dishes designed to be just as memorable as the events themselves.





# Breakfast

Start your guest's day  
the right way

## Continental breakfast

- Mini Danish pastry selection
- Croissant with butter and seasonal preserves
- Vegan croissant with seasonal preserves
- Pain au chocolat / Pain au raisin
- Pastel de nata
- Organic Greek or coconut yoghurt pots with toppings
- Whole seasonal fruit bowl
- Fresh cut seasonal fruit skewers or platters

## Hot breakfast

- Cumberland sausage mini rolls or grilled centre cut bacon mini rolls
- Sautéed mushroom mini rolls
- Smoked salmon and scrambled egg on toasted English muffins

**Continental breakfast**  
A selection of 3 items per guest  
From £8pp

**Hot Breakfast**  
A selection of all items per guest  
From £10.50pp

Minimum 30 people





# Lunch

## Break up the day

### Sandwiches

A selection of freshly made seasonal sandwiches, wraps and rolls

A selection of individual bags of crisps and popcorn

Whole seasonal fruit bowl

### Premium sandwich lunch

Minute steak baguette with garlic butter

Falafel flatbread with cucumber and mint coconut yoghurt

Mini quiche selection

Potato and roasted pepper frittata

Skinny fries

### Hot lunch

(in addition to sandwich lunch items listed above)

Chicken skewers

Salmon skewers

Halloumi skewers

Roasted vegetable skewers

Skinny fries

All served with herb yoghurt, teriyaki, basil pesto dips

**Sandwich lunch**  
£18pp

**Premium sandwich lunch**  
£21pp

Minimum 30 people

**Hot lunch**  
£25pp

**Extras**  
Side salad £3.50pp  
2 snacks £2pp

### Side salad add-on

Caesar salad

Coleslaw

Tomato, cucumber, pepper, marinated olives and herbs

Bitter leaves

Rocket, pear, parmesan and balsamic vinegar

### Snacks

Traditional biscuits (individual packs)

Selection of high protein and fibre, low calorie energy bars

Freshly baked cookies

Flowerpot muffins

Macarons

Cheese straws

Mixed roasted nuts

Marinated olives





## Something to get the party started

### Cold

Beetroot cured salmon, blinis, orange

Tuna tataki, crispy rice, sesame

Crab, dandelion, grapefruit, brioche

Cold roast beef, dripping toast, horseradish

Moroccan spiced lamb, apricot, feta, sumac

Crispy chicken skin, spring onion crema, chilli salt

Fennel, courgette, dill, orange

Falafel, pea, mint, tahini

Beetroot tartare, nasturtium

Salt baked turnip, honey, radish, watercress

Carrot gazpacho, pickled shallot

Coconut sambal, cucumber, fragrant herbs

Heritage tomato, feta, basil tart

### Hot

Pork cheek croquette, saffron remoulade

Mini shepherd's pie, cheddar glaze

Pressed beef short rib, smoked potato

Grilled scallop, 'nduja mayo

Lobster roll, chive butter

Sole goujons, sauce gribiche

Chickpea panisse, pickled chilli, parmesan

Wild mushroom arancini, truffle cream, chive oil

Pea and mint arancini, parsley emulsion

## Canapés

5 canapés  
£20pp

Additional canapés £4pp

Minimum 100 people





# Bowls

Relaxed, refined dishes,  
made for mingling

5 bowls  
£30pp

Additional bowls £6pp

Minimum 100 people

Pea and leek risotto, pecorino cream, summer truffle

Nasi goreng, soy poached chicken, deep fried egg,  
prawn cracker

Grilled marinated onglet steak, fries, chimichurri

Beetroot houmous, pickled carrot, smoked labneh,  
flat bread

Gnocchi, spring vegetables, carrot puree

Tandoori salmon, fragrant rice, cucumber salad

Rocket, parmesan, fennel and pear

Watermelon, radish and mint

Flat bread, baba ghanoush, labneh, za'atar

Caesar salad, baby gem, parmesan, garlic croutons,  
Caesar dressing

Macaroni cheese bites, bacon powder, tomato jam

Heirloom tomato, basil and garlic scented sourdough  
bruschetta, aged balsamic

Buttermilk fried chicken tenders, hot honey, ranch  
dressing

Thai grilled squid, green mango, peanut, coriander,  
chilli, lime

Niçoise salad, soft boiled egg, seared yellowfin tuna

Kale salad, delicata pumpkin, pine nuts, roasted artichoke,  
lemon vinaigrette





## A considered start to your meal

### Starters

Beetroot carpaccio, horseradish yoghurt, pomegranate, goat cheese, lentil tuille

Tea smoked duck, black pepper pineapple, rhubarb ketchup, bitter leaves

Honey and thyme roasted beetroot, whipped feta, toasted hazelnut, mint gremolata

Steamed turbot, leek confit, mushroom dashi broth

Cantaloupe, cucumber, feta, honey, bee pollen

Watermelon and tomato cerviche, pickled onion, purple basil

Charred tenderstem broccoli, raw peas, ricotta, mint, dukkah

Prawn tostada, charred corn, broad bean guacamole, smoked chilli oil

Tuna tataki, toasted rice, yuzu mayo, wasabi pressed cucumber

Caesar, baby gem, sourdough croutons, aged parmesan, poached chicken

Hot smoked salmon, pressed dill cucumber, celeriac remoulade, rye crumble

Smokey marinated aubergine, pomegranate, burrata, grilled sourdough, salsa verde

Crispy taco, toasted corn salsa, cauliflower emulsion, herb salad, vegan feta

### Dinner



3 course banquet  
£60pp  
Minimum 250 people





Seasonal dishes that  
take centre stage

## Dinner

### Mains

Lamb cutlet, toasted pistachio and mint  
freekeh, cauliflower cream

Ribeye, braised hispi cabbage, chimichurri

Spinach and ricotta gnocchi, tomato fondue,  
herb oil, parmesan

Soy and ginger marinated cod, blackened bok  
choy, tofu cream

Poached sea trout, confit garlic and tomato  
roasted baby courgette, watercress emulsion

Pork fillet, radicchio, hazelnut, cured lemon

Pan roasted hake, braised kale, potato rosti,  
leek fondue, herb oil

Garlic and thyme roasted corn fed chicken,  
potato fondant, blackened onion, chicken jus

Pan roasted chicken supreme, pumpkin purée,  
spiced seeds, winter mushroom, watercress,  
chicken reduction

Roasted rump of lamb, minted new potato,  
watercress, carrot puree, lamb jus

Pan fried potato gnocchi, spring vegetable,  
rocket and tomato pesto, toasted hazelnut

Herb crusted lamb loin, pommes fondant, caramelised  
Roscoff onion, braised peas and watercress, cabernet jus



3 course banquet

£60pp

Minimum 250 people



# Dinner

3 course banquet  
£60pp  
Minimum 250 people

A final flourish to end on a high

## Desserts

Lemon and passionfruit tart, blackberry

Plum and almond tart, clotted cream

Chocolate truffle ganache torte, orange gel

Panna cotta, rhubarb, oat crumble

Chocolate coulant, sour cherry compote,  
crème fraîche

Apple Tart Tatin, vanilla bean ice cream

Whole orange and almond cake, rosewater  
syrup, cardamom ice cream

Rhubarb and custard, crumbled shortbread,  
rhubarb soup, basil





# Buffet

2 mains + 2 sides pp  
£25pp

Add on 1 dessert pp for £10

Minimum of 100 people

## Please the crowd

### Main

Sweet and sour pork  
Roasted cod, black bean sauce  
Chicken cacciatore  
Black pepper and soy braised beef  
Grilled salmon, leek and fennel cream  
Pumpkin ravioli, roasted garlic and sage butter sauce  
Lentil and spinach lasagne, vegan mozzarella  
Cider braised pork belly, roasted sweet onion  
Fish pie, cheddar mash, chive oil  
Chicken, leek and mushroom pot pie  
Ossobuco, bone marrow gremolata  
Tagine of lamb neck fillet, apricot and chickpea  
Roasted white fish, king prawn, mussel and squid paella, roasted peppers, queen olives  
Wild mushroom stroganoff, dill pickles, sour cream

### Sides

Steamed seasonal greens, lemon oil  
Freshly baked breads with salted English butter  
Buttered mash  
Steamed rice / Wild rice / Egg fried rice  
Stir fry vegetables in garlic  
Lyonnais potato / dauphinoise potato / baked sweet potato  
Potato gems, sriracha mayo, crispy onion  
Soy-braised egg noodles  
Cauliflower cheese  
Rosemary roasted broccoli and cherry tomato  
Red wine braised sweet red cabbage  
Minted crushed peas  
Grilled hispi cabbage, kimchi  
Roasted new potato, salsa Verde  
Herbed couscous  
Niçoise salad  
Rocket, pear and parmesan salad  
Cucumber, carrot and fennel pickle  
Spinach, pine nut and tomato salad



### Dessert

Vegan sticky plum cake  
Lemon tart  
Black forest gateau  
New York style cheesecake  
Gluten free polenta, honey and orange cake  
Bread and butter pudding, chocolate custard  
Sticky toffee pudding, toffee sauce  
Salted caramel cheesecake  
Seasonal fruit pavlova  
Passionfruit panna cotta  
Cream filled profiteroles, chocolate sauce  
French apple tart

More options available,  
just ask!



# Grazing boards

Carefully curated boards,  
designed to be shared

From £18pp

## Cheese

English and continental cheese selection,  
chutney, grapes, crispbreads

## Charcuterie

Locally sourced charcuterie, pickled  
vegetable, wholegrain mustard

## Vegan

Cured, pickled and raw vegetables,  
houmous, babaganoush, flat breads





# Drinks

Fancy a tippie?

**Rolling coffee & tea station (100 cups)**  
£150

**Soft drinks package**  
£6pp per hour

**Beer, wine, soft drinks package**  
£13 pp per hour

**Premium beer, wine & soft drinks package**  
£23 pp per hour

**Welcome champagne glass**  
£12 pp

**Rolling champagne package**  
£30 pp per hour

**Red and white wine with dinner**  
(1/2 bottle per person)  
£13.50 pp





# Crew catering

## Breakfast

£12pp

Minimum 30 people

## Dinner

£23pp

Minimum 50 people

## Lunch

£17pp

Minimum 50 people

Comforting, hearty meals  
for long days and long nights

## Continental breakfast

Selection of cereals and milks

Mini Danish pastries

Croissants

Fruit bowl

Selection of natural and fruit yoghurts

## Hot breakfast

Full English

Hash browns

Scrambled egg

Toast & Muffins

Baked beans

## Cold lunch

Sandwich platter

Crudités, dips and flatbread

Coleslaw

German style potato salad

Garden salad

Fresh fruit bowl

## Hot lunch

Soup of the day, bread roll and butter

Hot dish (1x meat/fish + 1x vegetarian/vegan)

Seasonal vegetables (x2)

Potato of the day

## Dinner

Soup of the day, bread roll and butter

Hot dish (2x meat/fish + 1x vegetarian/vegan)

Seasonal vegetables (x2)

Potato of the day

Cold dessert

## Hot dishes examples

Beef lasagne

Fisherman's pie

Individual steak and ale pies

Shepherd's pie, cheddar glaze

Thai green aubergine curry, steamed rice

Vegan Lancashire hotpot





# Green Menu

Thoughtfully sourced dishes  
with sustainability at their core

3 canapés + 3 course meal  
£80pp

3 bowls + 3 course meal  
£90pp

## Canapés

Cornish Yarg, English conference pear chutney

South Downs venison tartare, wild farmed sourdough crisp

Newlyn octopus, Alexandra Palace bay oil, wild fennel

## Bowls

Fricassee of rabbit, buttered mash, roasted English broccoli, fermented chili

Scottish Coley and leek pie

## Starter

Cornish dayboat sardines, English tomato, cold pressed rapeseed oil

## Main

Kentish grass-fed lamb breast, heritage potato cake, local honey, sand carrot

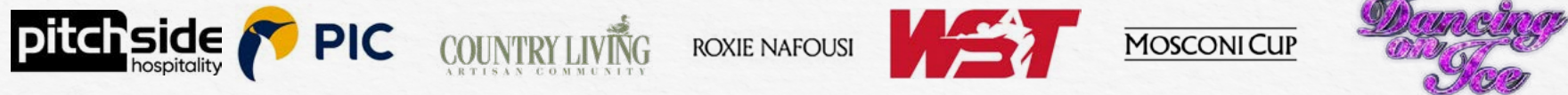
## Dessert

Yorkshire rhubarb, pink peppercorn meringue and liquorice Eton mess





# Our clients



"The in-house catering at Alexandra Palace was fantastic for our event. In fact, it was so good that one of our sponsors wanted the chef's details so that he could hire him for his own events'

Tim Garner, Events Director,  
Professional Squash Association

"We loved working with Alexandra Palace. The team were extremely efficient and flexible, and more than willing to assist with last-minute requests and changes. Their knowledge and planning really added value to our event and ensured the smooth running of our Gala Dinners for over 3,200 across two evenings. We hope to work with you again soon"

Sarah Mitchell, Team Spirit Event Management





# Get in touch

We also offer a comprehensive BBQ menu, a huge portfolio of trusted street feed vendors that can feed your guests, and the flexibility to create entirely bespoke menus tailored to your vision. Just get in touch!

Click [here](#) to contact us about your event

