

OUT OF HOME

Fortnum & Mason takes food outdoors with first festival appearance

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Port Eliot poster

By SARAH JONES

British department store Fortnum & Mason is partnering with the Port Eliot Festival in Cornwall, England, to reach foodies outside of its store.

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For the festival, which will run from July 24-27, Fortnum & Mason will be offering dinner service, a pop-up bar and special hampers created with festival-goers in mind. By bringing the in-store food experience to an outdoor venue in the countryside, Fortnum & Mason will be able to connect with consumers outside of the London area, who may be more inclined to visit on their next trip to the city.

"Featuring Fortnum & Mason culinary items at the event, both dining and hamper style gift baskets, allows them to delight the festival attendees with their taste buds," said Ken Morris, principal at [Boston Retail Partners](#), Boston. "The hope is that the event attendees will be impressed with the unique Fortnum & Mason classic British fare and will inspire them to visit its Piccadilly store to shop and dine.

"The festival will enable Fortnum & Mason to gain brand awareness from a broader segment of consumers, such as younger demographics that don't traditionally shop at

their stores,” he said. “As traditional customer segments age and as new, younger segments have greater discretionary income, companies need to market to these segments differently.

"You can't market to my daughter in the same way as you market to my mother."

Mr. Morris is not affiliated with Fortnum & Mason, but agreed to comment as an industry expert.

Fortnum & Mason was unable to comment before press deadline.

Country catering

The setting of the festival is the Port Eliot estate, a mansion sitting on an expansive property about a four-hour drive from London. Those attending the festival put up tents on the lawn of the house.



Port Eliot estate during the festival

Fortnum & Mason has described the experience in promotions as “glamping.”

The retailer has set up an outdoor version of its Fountain restaurant in the ground's citrus greenhouse The Orangery, which will serve breakfast and brunch all-day starting at 8 a.m.



Port Eliot Orangery

At 6:30 and 9 p.m., Fortnum will host two dinner sittings of classic British dishes prepared by chef Mark Hix. One of these will be geared toward families.

Fortnum's pop-up bar will serve Brut Champagne and cocktails in a space decorated with pieces from the retailer's flagship Piccadilly store. A “Tea Tuk” will serve tea and a toasted cheese dish Fortnum calls “Rare-bits” from a giant version of one of Fortnum's hampers.

The retailer's iconic hampers are also part of the celebration. Fortnum asked The Earl and

Countess of St. Germans and festival creative director Michael Howells to curate baskets specifically for the event.

A “Sparkling Festival” hamper includes a bottle of Champagne and two enamel glasses. Another hamper houses tea, a teapot and mugs, as well as a fruitcake and other goodies.



Illustration of Fortnum & Mason's Ultimate Festival hamper

The “Ultimate Festival” hamper includes tea and the necessary tableware, along with an assortment of snacks, ginger beer and Champagne. Providing for necessities, the basket also includes toothpaste, a shower cap and soap.

Establishing a presence in the festival, Fortnum & Mason is sponsoring the Flower and Fodder stage, which centers on food. It will host its own jam competition, for which the winner gets their preserve made and sold by the store.

A standard ticket to the festival for the weekend is about \$293.

Food focus

Fortnum & Mason takes food seriously, serving up events consistently at its bricks-and-mortar stores.

London department store Fortnum & Mason is promoting Welsh delicacies in its Food Hall with a market takeover Feb. 28 to March 1.

The retailer opened its monthly Food Market to Welsh food purveyors who offered consumers a wide range of cuisine sourced directly from Wales. Fortnum & Mason's Food Market's Welsh installation celebrated St. David, the patron saint of Wales, whose day of remembrance is celebrated on March 1 ([see story](#)).

Fortnum & Mason is in expansion mode, and this festival placement will help it reach consumers outside of the London area.

The retailer recently announced its first standalone airport store within London's Heathrow Airport.

Fortnum & Mason shared with its social media followers that the new space in the airport will be housed in Terminal 5 with the opening slated for October 31. As the busiest airport in all of Europe, and the fifth busiest in the world, Heathrow is an ideal space for a brand looking to make an impression on international travelers ([see story](#)).

This partnership is on-brand for Fortnum & Mason, due to the location and festival atmosphere.

"Port Eliot is a historic property on a majestic landscape with an image that aligns well with Fortnum & Mason's upscale brand and more than 300 years heritage," Mr. Morris said.

"As a top-level sponsor of the Port Eliot Festival, Fortnum & Mason sees this as an opportunity to reinforce its nostalgic brand image by associating with the the historic Port Eliot property," he said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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