

COMMERCE

Fortnum & Mason creates honey fit for a queen

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Facade of Fortnum & Mason

By STAFF REPORTS

British retailer Fortnum & Mason is honoring the 90th birthday of Queen Elizabeth II with the launch of a limited-edition honey.

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Named Queen Bee, the honey is the only product created by the retailer to commemorate her milestone year, as she enters her ninth decade in April. This is a tribute to Fortnum & Mason longstanding association with the royal family, as it holds a royal warrant and has served as the monarchy's grocer for more than 150 years.

Queen Bee

Fortnum & Mason's Queen Bee is described as having a strong toffee-like flavor. Appropriate for the woman it honors, the honey is said to get stronger with age.

Made of Ling Heather honey, the sweet substance comes packaged in a jar sealed with wax bearing motifs of a bee and crown. It is selling for 20 pounds, or \$28 at current exchange rates.

The retailer is also the exclusive seller of William Edwards' commemorative tea ware, with additional celebratory china from Halcyon Days.



Fortnum & Mason has a rooftop apiary

Fortnum & Mason previously created a special tea blend to celebrate the queen's achievement of becoming the longest-running monarch in British history. The special Queen's Blend Tea includes tea from Kenya, where Her Majesty was staying when she learned of her ascension to the throne.

The retailer was not the only one to fete her record setting reign.

British heritage brands joined in the festivities as Queen Elizabeth II became the longest reigning monarch in the United Kingdom's history.

Queen Elizabeth accessed the British throne on Feb. 6, 1952 after the death of her father, became the longest-lived British monarch in 2007 and on Sept. 9, 2015 surpassed her great-great-grandmother Queen Victoria as the longest-reigning British monarch. Due to longstanding cultural ties as well as business connections through the appointment of royal warrants, British heritage brands often celebrate the royal family's personal milestones such as weddings and births ([see story](#)).

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