

IN-STORE

Fortnum & Mason sends consumers on a hunt for golden egg

March 23, 2016



Promotional image for Fortnum & Mason's The Great Golden Egg Hunt

By STAFF REPORTS

British retailer Fortnum & Mason is letting consumers try their luck in a sweet way.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

From March 24- 28, those who build their own ice cream sundae at the store's eatery The Parlor will be entered into "The Great Golden Egg Hunt," giving them a chance to become a taster for a year. While Easter egg hunts abound, giving the possibility of a prize that keeps giving may get consumers into the store for a treat.

Sweet surprise

The great golden egg hunt tells consumers to look out for a golden egg in their sundae. The one lucky person whose dish contains the gilded item will be crowned the store's chief taste-tester for the year.

The golden egg in question is a real hen egg which has been hollowed out, painted and filled with praline chocolate. Consumers can purchase a set of six for about \$35.

Further prompting in-store visits, young guests will be able to paint Easter eggs at The Amazing Art Cart and hang them on an Easter tree. Involving the littlest customers in the event may help connect the store with happy holiday memories, building a relationship between consumer and retailer.

Fortnum & Mason's chocolate eggs are hand decorated using the same silver molds used in the 1900s. From sugar work to hand painting, the retailer keeps the Easter tradition alive.

In a humorous post on its Web site journal, Fortnum & Mason attempts to keep up the guise that it has a 170-pound chicken around who is responsible for some of its largest chocolate Easter confections.



Fortnum & Mason Easter eggs

In prior years, Fortnum & Mason has also found ways to shake up the Easter egg hunt format.

For instance, in 2014 the retailer hosted a contest that asked consumers to search for a cartoon bunny on its ecommerce site.

The picture of the rabbit was located on individual product pages, so consumers had to browse through merchandise to enter. This contest likely enticed Fortnum's loyal consumers to spend more time with the retailer's ecommerce site, and might have led to a bump in sales around the holiday as shoppers stumble across items they liked ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.