

RETAIL

Fortnum & Mason encapsulates culinary heritage in print

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Fortnum & Mason is well-known for its food hall

By STAFF REPORTS

British department store Fortnum & Mason is drawing on its more than 300-year history with food in its first cookbook.

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"The Fortnum & Mason Cookbook," on sale in October, will include recipes and essays about everything from tea to honey. While this book does look at Fortnum & Mason's past, the tome is designed to appeal to the modern cook and reader.

Serving up suggestions

The Fortnum & Mason Cookbook, published by HarperCollins' 4th Estate, is written by Tom Parker Bowles. A food writer, the author is also the son of Camilla Parker Bowles and the stepson of HRH Prince Charles.

This choice is fitting, as Fortnum & Mason has served as the grocer for the British royal family for generations.

"I'm so excited to be working on the Fortnum & Mason book, the first comprehensive cookbook in its 300-year history," Mr. Parker Bowles said in a statement. "And as ever with Fortnum & Mason, it's about celebrating their illustrious past while looking forward to an equally thrilling future."



The Fortnum & Mason Cookbook cover

The 304-paged volume will provide recipes for Fortnum & Mason classics including Welsh Rarebit, Choccolossus Sundae and Marmalade Tea Bread.

Ewan Venters, CEO of Fortnum & Mason said, "For over three centuries Fortnum & Mason have been ahead of the curve, providing customers with the latest in culinary innovation. This cookbook is the perfect way to capture this rich history and make it accessible for all."

While not on sale until Oct. 6, Fortnum & Mason is giving consumers the chance to pre-order the book on its Web site from July 25.

New York department store Bergdorf Goodman asked consumers to show off their culinary skills to promote its branded cookbook.

Along with recipes from "fashion friends" such as creative director of Marie Claire magazine Nina Garcia and beauty magnate Bobbi Brown, the retailer has included its own dishes from its in-store restaurant into the Bergdorf Goodman Cookbook. By incorporating its connection to the fashion industry as well as highlighting its own culinary offerings, Bergdorf is able to continue the in-store experience within the consumer's home ([see story](#)).

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