

RETAIL

Fortnum & Mason handpicks teas for monthly mailer

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Fortnum & Mason tea canisters

By STAFF REPORTS

British department store Fortnum & Mason is sharing its 300-year-old-enthusiasm for tea with a new subscription service.

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Fortnum & Mason began as a Piccadilly grocer and remains HRH Queen Elizabeth II's preferred retailer for stocking her personal pantry. A staple of Fortnum & Mason's food halls is its wide selection of tea blends, many of which are exclusive, and its offering of traditional Afternoon Tea service in its restaurants.

You, me and tea

Fortnum & Mason created the Tea Post with fellow tea lovers and connoisseurs in mind.

The newly launched subscription service will deliver the very best of Fortnum & Mason teas right to subscribers' mailboxes. Described as a "tasting journey," the monthly service will include familiar varieties as well as rare, seasonal finds to keep consumers steeped in anticipation.

Available for both United Kingdom and international consumers, tea lovers sign up for a subscription of either three, seven or 12 months. Each monthly package costs 15, or approximately \$18 at current exchange rates, with shipping included.



Fortnum & Mason's The Tea Post

The monthly delivery will include a handpicked Fortnum's Famous Blend and a rare find. The teas will come beautifully packaged and be accompanied by expert tasting notes for each blend.

Designed to fit into a letter slot, Fortnum & Mason's Tea Post will have 10-12 cups-worth of loose tea leaves.

Fortnum & Mason's love of tea has also been expanded to philanthropic initiatives.

In 2015, for example, Fortnum & Mason hosted a "heart-warming" auction of tea cozies to raise money for a local cardiothoracic center.

The retailer asked people to get creative with handmade cozies, and received 80 entries from around the world, including designs from the likes of Manolo Blahnik and Stephen Jones. Thirty-eight of the teapot toppers were up for auction, with proceeds benefiting London's Royal Brompton & Harefield NHS Foundation Trust ([see story](#)).

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