

RETAIL

Fortnum & Mason slices up authenticity for British Pie Week

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Fortnum & Mason display for British Pie Week March 7-12

By STAFF REPORTS

British department store Fortnum & Mason is serving up a culinary staple of East London for locals and passersby alike to enjoy.

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To celebrate British Pie Week, Fortnum & Mason is hosting a pop-up pie market and a series of pie-making events. As a retailer known for its fine food, sharing an authentic taste of British gastronomy tradition may appeal to tourists in for a visit and unfamiliar with savory pies.

Nice as pie

Fortnum & Mason will hold a pop-up Pie Market on the lower ground floor of its Piccadilly flagship March 7-12.

The pop-up will have a variety of savory pies, a distinctive aspect of British culinary tradition. Fortnum & Mason regularly stocks a selection of pies such as Bothy Pie with pork, cheese and onions or the Oval Game Pie with pigeon, pheasant and venison, topped with cranberries.

During the Pie Week pop-up, Fortnum & Mason will also offer all the traditional fixings such as buttery mash and eel liquor to celebrate Pie Week in true British fashion.

Fortnum & Mason's authentic taste continues with a demonstration to prepare "the ultimate fish pie." On March 9, Fortnum & Mason will hold a free cooking presentation where the retailer's executive chef team will prepare a traditional fish pie using a recipe from the store's cookbook.



Fortnum & Mason's ultimate fish pie

When it comes to its culinary offerings, Fortnum & Mason takes pride in British traditions.

For example, Fortnum & Mason is sharing its 300-year-old-enthusiasm for tea with a new subscription service.

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 ([see story](#)).

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