

FOOD AND BEVERAGE

Cipriani shares family recipe with Fortnum & Mason

November 22, 2017



Cipriani has restaurants around the world. Image credit: Cipriani

By STAFF REPORTS

British department store Fortnum & Mason and Italy's Cipriani have teamed for the famed restaurateur's first brand partnership.

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Fortnum & Mason is well-known for its food halls and as being the grocer of HRH Queen Elizabeth II while Cipriani has a global network of restaurants in places such as New York, Abu Dhabi, United Arab Emirates, Mexico City and Moscow, among others. The dining establishment was founded by Arrigo Cipriani in 1931 when he opened Harry's Bar not far from the Piazza San Marco in Venice, Italy.

Piece of cake

Fortnum & Mason has been selected as the retail partner of Cipriani's first brand collaboration.

Right in time for the holiday season, Fortnum & Mason and Cipriani met to bake a panettone, a type of Christmas cake with notes of honey and vanilla.

The panettone cake recipe was provided by the Cipriani family, which was developed by restaurant founder Mr. Cipriani's grandmother. Sharing a family recipe with fans, especially around the holidays, puts forth a feeling of nostalgia and closeness with consumers.

Fortnum & Mason spearheaded the project as the retailer wanted Cipriani's traditional recipe to reach a wider audience. Doing so makes the exclusive panettone cake, handmade in Italy, available globally in Fortnum & Mason locations and on its Web site.



Cipriani & Fortnum's panettone cake. Image credit: Cipriani

The Cipriani & Fortnum's panettone will retail for \$46 for a 2.2 pound cake or \$92 for 4.4 pounds.

Similarly, beauty brand Este Lauder got "saucy" alongside Bon Appetit magazine's senior food editor Alison Roman, teaming up to share a family recipe with its online community.

On social media, Este Lauder shared an image of a handwritten recipe card with a tube of opened red lipstick lying on the page. Copy accompanying the image encourages followers to click-through to find out what brand founder Este Lauder's secret ingredient for her tomato sauce ([see story](#)).

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