

FOOD AND BEVERAGE

Fortnum & Mason celebrates a moment in condiment history

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Fortnum & Mason debuts limited edition Heinz products. Image credit: Fortnum & Mason

By STAFF REPORTS

British department store Fortnum & Mason is partnering with an iconic condiment brand for a vintage edition.

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To celebrate a partnership starting in 1886, Fortnum & Mason and Heinz are teaming together for a limited-edition collection of the latter's classic products. Featuring accents with Fortnum's iconic color blue, the collection will only be available at the department store.

History and Heinz

Fortnum is telling the story of how Heinz originally came to be in the British department store 150 years ago, in a celebration of the condiment brand's birthday.

In 1886, Fortnum explains that young entrepreneur Henry J. Heinz came to the store from the United States, selling his specialty baked beans. Fortnum & Mason immediately started to sell the products, and Heinz has now grown into an international company, known for its ketchup.

The store will feature new Heinz-dedicated windows at its flagship on Piccadilly in London, the same store that debuted the Heinz baked beans in 1886.

Cans of Heinz's baked beans and cream of tomato soup have been reimaged in a classic style featuring accents in Fortnum's Eau de Nil color, while a glass bottle of ketchup receives a similar makeover.

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Happy birthday, young bean! In 1886 a young entrepreneur by the name of Henry J Heinz arrived on our Piccadilly doorstep with a suitcase of baked beans, and the rest is history. In honour of Heinz's 150th birthday and the launch of an exclusive, limited-edition #FortnumsXHeinz collection including Ketchup, Baked Beans and Cream of Tomato Soup, our new Piccadilly windows are a celebration of two icons. #Birthday #LimitedEdition #History #Piccadilly #Icon #Fortnums | FortnumAndMason.com @heinz

A post shared by Fortnum & Mason (@fortnums) on Feb 14, 2019 at 2:25am PST

Fortnum & Mason celebrate the Heinz birthday

The department store will also feature special recipes incorporated with Heinz in its restaurant, which come from Fortnum's Cook Book.

A special ValenHeinz Champagne Breakfast Diamond is being held at Fortnum's Jubilee Tea Salon, debuting Heinz Tomato Ketchup Caviar.

Previously, Fortnum & Mason and Italy's Cipriani similarly teamed up for the famed restaurateur's first brand partnership to bake a panettone, a type of Christmas cake with notes of honey and vanilla.

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. Arrigo Cipriani found the dining establishment in 1931 when he opened Harry's Bar not far from the Piazza San Marco in Venice, Italy ([see story](#)).

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