

FOOD AND BEVERAGE

## Britain's Fortnum & Mason to roll out song-and-dance routine for Valentine's hamper

February 4, 2020



*Delivery of the Fortnum's Valentine's Day Hamper comes with a serenade from the delivery guy. Image courtesy of Fortnum & Mason*

By LUXURY DAILY NEWS SERVICE

How should retailers stand out in the cacophonous noise of Valentine's Day promotions?

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Personalization with added whimsy is key.

British grocer Fortnum & Mason will add to the music with Barbershop-style performance for deliveries of its Fortnum's Valentine's Hamper on Feb. 14 to a select radius in London.

Recipients of that special gift basket on Feb. 14, Valentine's Day will see hand-delivery of the hamper by one of Fortnum's Red Coats.

To add romance, the delivering Fortnum employee will also offer a foot tapping, Barbershop-style performance of the sender's chosen song.

Founded in 1707, Fortnum is grocer to the Queen of the United Kingdom and her heir, the Prince of Wales, both of whose royal warrants it is awarded.



*Fortnum's Valentine's Hamper, priced at \$325. Image courtesy of Fortnum & Mason*

## How touching

Fortnum is highlighting the personal touch on Valentine's Day.

Nestled inside the well-stocked wicker **Valentine's hamper** is a bottle of Fortnum's Blanc de Blancs Champagne, candle, chocolates, cookies, teas and other sweet and savory items, along with a personalized label bearing the sender's own message.

In addition, the sender selects the perfect love song for his Barbershop-o-gram from a curated set list that includes hits such as Stevie Wonder's *Isn't She Lovely* and The Ronette's *Be My Baby* at no extra cost to delivery.

Fortnum's Valentine's Hamper costs \$325 (250).

THE HAMPER and song service can be delivered from Fortnum's store at The Royal Exchange in London to any Square Mile address, including Fortnum's Bar and Restaurant at The Royal Exchange.

The bespoke service is available for deliveries of The Fortnum's Valentine's Hamper only on Feb. 14 with limited delivery slots.

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