

FOOD AND BEVERAGE

## Saks Fifth Avenue debuts \$200-\$600 meal kits for New York's wealthy

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*L'Avenue at Home: Box C option, if the hunger bug strikes. Image courtesy of Saks Fifth Avenue*

By LUXURY DAILY NEWS SERVICE

While store operations of luxury brands and retailers stalled during the heart of the COVID-19 lockdowns, ecommerce and curbside pickup eased the pain for customers and sellers. But there was no easy remedy for retailers' dining facilities and restaurants.

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Even though some department stores around the world have opened up their restaurants and cafs, many prefer not to take the risk. Some others, such as New York-based Saks Fifth Avenue, have gotten more creative to keep their customers happy.

**L'Avenue**, a popular French restaurant for shoppers at Saks' iconic Manhattan store, now offers do-it-yourself meal kits, cocktails and Pierre Herm desserts for New York pickup, as well as delivery to the Hamptons.

Ordered online or via phone, Saks calls this service L'Avenue at *Home*.

Fancy the **menu**?

### Meal kits

- Custom kits including all the ingredients necessary to make L'Avenue at Saks favorites such as Avocado & Tuna Tartar, Spicy Thai Beef and Miso Salmon, along with Pierre Herm desserts, and beverages
- Accompanied by instructions on how to cook, garnish and serve your meal
- Each kit makes a three-course meal to serve four guests
- Kits range from \$200 to \$600
- Order Monday-Friday by 1 p.m. for next-day delivery to the Hamptons or pickup in New York

### Bottled cocktails and wine

- L'Avenue at Saks bottled cocktails curated by Nico de Soto including the Sakura Negroni, Tonka Old Fashioned

and Bee's Knees

- Accompanied by instructions on how to garnish and serve your drinks
- Cocktails range from \$12 (5oz) to \$36 (750mL)
- Extensive French wine list
- Order Monday-Saturday by 10 a.m. for same-day delivery to the Hamptons or pickup in New York

Pierre Herm desserts

- Macarons, bon bons, pound cakes and chocolate bars from world-renowned ptissier Pierr Herme
- Order Monday-Saturday by 10am for same-day delivery to the Hamptons or pickup in New York

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