

RETAIL

## Fortnum & Mason calls for tea time in new book

May 5, 2021



Fortnum & Mason is illustrating its devotion to the ultimate British beverage with a new book. Image credit: Fortnum & Mason

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By LUXURY DAILY NEWS SERVICE

British department store Fortnum & Mason is tailoring to tea lovers with its new book, *Time for Tea*.

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The department store, which has been selling tea since the eighteenth century, is promoting its new book, a written guide to tea, penned by award-winning food writer, Tom Parker Bowles. The book includes any and all information consumers need about tea, alongside food pairings and recipes.

### Time for Tea

Fortnum & Mason has also released a short film featuring Mr. Parker Bowles promoting the new book, illustrating Britain's reverence for the beverage, as well as its many different facets.

"Tea unites this country, and divides it too," Mr. Parker Bowles says. "Bag or loose leaf, a mug or china cup, tea first or the milkoh the agony of choice."

### Fortnum's Time for Tea Book

Mr. Parker Bowles mentions how Fortnum & Mason features more than 150 varieties of tea in-store and has also sold hundreds of millions of cups of tea in the store's Diamond Jubilee Tea Salon.

The food writer describes the book as a celebration of tea, featuring 50 delectable recipes. He also states that the book is the perfect vehicle used in finding one's perfect "cuppa," a British term of endearment used for one's ideal cup of tea.

Time for Tea is now available for 20 euros, or \$24 at current exchange.

This is the latest effort from Fortnum & Mason that illustrates its love for tea.

Last October, Fortnum & Mason introduced a bespoke tea blending service allowing shoppers to create their own personalized teas ([see story](#)).

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