

FOOD AND BEVERAGE

Grand Marnier launches French-inspired summer baskets

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Grand Marnier "On Holiday" picnic basket. Image courtesy of Grand Marnier

By LUXURY DAILY NEWS SERVICE

French liquor house **Grand Marnier** is launching a limited-edition collection with event planning studio **Luxe Fte Social**, inspired by the traditional "on holiday" experience.

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The Grand Marnier-inspired "On Holiday" collection contains various accoutrements needed for a summer picnic for two individuals. Curated by Luxe Fte founder and Miami local Nathalie Cadet-James, the elevated entertaining set is intended for backyard or beachfront picnics, complete with decor and conversation starters and signature Grand Marnier cocktail recipes.

On Holiday

The "On Holiday" collection for two includes: a French market bag, cheese board, cheese markers, white paint pen, dried florals, vases, collins glasses, wine glasses, picnic blanket, wooden chargers, utensils, white plates, napkins, luxe fete conversation starters, grand collins recipe card and sangria blanche recipe card.

The limited-edition box retails for \$250.



Miami-native wedding planner Nathalie Cadet-James curated the basket featuring Grand Marnier. Image courtesy of Grand Marnier

Premium picnic and gift baskets have become popular among affluent consumers, and brands and retailers have responded with creative product offerings.

L'Avenue, a popular French restaurant for shoppers at Saks Fifth Avenue's iconic Manhattan store, offered do-it-yourself meal kits, cocktails and Pierre Herm desserts for New York pickup, as well as delivery to the Hamptons, during the COVID-19 pandemic ([see story](#)).

During the 2019 holiday season, British retailer Fortnum & Mason offered consumers pre-holiday hampers, including cookies, cakes, fish, tea tins, cheese, hot chocolate, candy, lamb chops and wine and Champagne.

They ranged from \$225 for the Classic Christmas assembly to \$7,775 for the spectacular go-all-out Imperial Hamper ([see story](#)).

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