

Dining with a Difference

Hospitality | 2007-present | Fortnum & Mason



Building Brand Momentum through:

DEVELOPMENT

Branding: Imagery for tea menu and binder

DELIVERY

Print: Menus and covers, bill holders, binders, print management

About the client

Established in 1707, Fortnum & Mason is the quintessential English store, providing the most inspiring products and services across food, drink, entertaining and celebration for customers who want the very best.

IC Design have worked with Fortnum & Mason since 1998 supporting both the marketing and hospitality departments with sales literature and menus for the 5 in-store restaurants.

Objectives

Following extensive refurbishment of the restaurants and store for their Tercentenary in 2007, IC Design was briefed to create a new set of menus for each restaurant. Each set needed to reflect the new branding and personality of each individual restaurant, while still being part of the overall Fortnum & Mason brand.

In 2009, the Afternoon Tea offering in the St James's Restaurant was simplified and restructured. The previous offering had been quite complex and often difficult for customers to understand. IC Design was tasked with communicating the new offer as clearly as possible, while still retaining the heritage and provenance of the product. The choice of over 70 blends and single-estate teas from all over the world also had to be made available for customers in a format that could be regularly changed and updated in-house.

Solution

IC Design created an 8-page gatefold menu to allow for the story to be told without interfering with the actual menu. Paper stock and colours were chosen to reflect the setting.

A separate tea binder was designed to sit alongside the menu, categorising and listing the different types of teas available, with a brief background for each.

How did it address the problem

On opening the menu, the scene would be set and the customer could see at a glance the menu offer, bringing clarity and understanding.

With the tea binders, customers could discover more at their leisure without being overwhelmed with information.

Results

The new collateral for The St James's Afternoon Tea has resulted in:

Improved customer understanding and expenditure per head.

Simplified production processes whilst maintaining quality.

Easily updated tea lists making them more cost-effective as the inside pages can be edited and printed in-house.

"IC Design offer an efficient and friendly service. Many times they have happily pulled out all the stops to meet our incredibly tight timelines, and have always delivered to our high standards."

Hospitality Director