

picnic

Picnic Magazine is a lifestyle publication documenting restaurant and dining culture in raw stainless steel.

Weathered Birkenstocks, stainless steel, gauze butchers gloves, hot charcoal and iron karahi.



Picnic Magazine documents candid chef style and fashion editorials in kitchen environments. Documenting winemakers, chefs, front of house, beekeepers and butchers at London's hottest reservations.



Young trend conscious diners, chefs and restaurant owners, audiences who engage with food media like Bon Apetit' and Munchies or anyone with a long list of restaurants in their notes app.





Issue 1
'It's a Subculture'
500 copies, sold out

Issue 2
'Mother's & their Mothers Too'
1000 copies, sold out

Issue 3
'Hollywood' Special
2000 copies, sold out

Issue 4
'Back to London'
3000 copies, sold out

Published independently our first issue featured Kold Sauce, Allday Goods, Vinhos Apart, Ling Lings and Taste of Afghan.

Issue 2 featured Manteca, Pearly Queen Honey, Leisure Wine, Dr Sting's Honey, KEEN, Dara Klein and Londis N16.

Shot entirely in Los Angeles featuring Eric Wareheim's Las Jaras Wines, Courage Bagels, Badmaash, Kismet Rotisserie and Mini Kabob.

Margot Henderson and Eddie Huang our 4th issue was redesigned in a larger format by All Purpose and features iconic London institutions and heavyweights Mountain, Kiln, Lahore Kebab House, Mangal 2 and Tiella.

Picnic Magazine issue 5 is shot on iPhone and features Paperboy Paris x New Balance, Silo London, Fallow, Honest Toil, Mambow.

Issue 5 features:

Mambow a Malaysian concept restaurant in Lower Clapton where Abby Lee and her crew serve up Umai, Rempah fish and Lor Bak.

New Balance x PaperBoy Paris a photo series shot in Paris featuring bohemian sandwich spot Paperboy Paris in partnership with New Balance.

Honest Toil an intimate look at the process of unfiltered olive from harvest to pressing shot in Messenia Greece with founders Tom and Juli.

Fallow GoPro a photo series and feature shot at Fallow documenting how chefs at Fallow shoot POV GoPro content alongside service at a busy London restaurant.

Silo London an educational photo series documenting the fermentation process at zero waste restaurant Silo in Hackney Wick.



Issue 5

**'Shot on iPhone' Special
5000 Copies**

5000 Print Run

25,000 Total Readership

Published biannually

45,000 Total



Picnic is stocked worldwide, distributed by Antenne Books

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Picnic x Wagamama



We partnered with Wagamama to shoot and produce their Summer menu campaign which introduced new menu items and cocktails to their menu featuring a diverse casting of young models shot on location at a Wagamama restaurant.

Summer Menu Campaign

Service Works Simple is not always easy



A partnership with workwear brand Service Works to shoot a candid campaign lookbook with Margot Henderson of Rochelle Canteen and Ferhat Dirik and Jordan Murphy of Mangal 2 restaurant. The campaign was featured in print in Picnic Magazine issue 4 'Back to London'.

Coffee

with
Keen



We partnered with outdoor footwear brand KEEN to produce a coffee guide starring lifestyle influencer and photographer Oliver Howson (@olvh). The campaign featured both film and digital stills, long and short form reels and a published feature that was printed in Picnic issue 2 'Mothers and their Mothers Too.'



Picnic x

DELLI:

Supperclubbing



In 2023 we partnered with DELLI on a sell-out pop up event at Truman Brewery in Shoreditch. The event featured smashed burgers and photography from Picnic alongside a promo video.

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