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# How to WIN

at a picnic  
*budget to boujee*



# Introduction

Everyone deserves a great picnic.

As summer warms closer and closer, we're getting nearer to those picture-perfect picnic days.

It's truly simpler than people think, and you already have most of it at home.

Whether you're experienced or a complete novice, whether you're trying to impress that special someone or just crack a few cold ones open with the boys, this guide will make sure to have everything you need, everything you forget, and everything that takes it from average to something that actually hits.

By using this guide, you will know—no matter what—how to WIN at a picnic.

Enjoy x

# The Formula

## 1. Setting

Where you are matters more than what you bring.  
You don't need anything fancy - just somewhere that feels right.

Grass, sand, sunsets and trees will do most of the work for you.  
Quiet, open or slightly hidden always wins.

## 2. Texture

Flat feels lifeless. Texture brings it to life.  
Blankets, layers, knits, lace, cushions—soft, comfortable, and slightly imperfect.  
It should feel like somewhere you can actually sit and stay.

## 3. Food Styling

It's not about what you buy, it's how you present it.

Cut smaller, stack higher.  
Use bowls, boards, trays.

Group things. Break things up.  
Lose the packaging. Always.

## 4. Drinks

Wine glasses, flutes, colourful cups, kids sets.  
It just has to match the energy.

## 5. Energy (speaking of)

This is what people remember.  
Rushed feels messy. Calm feels elevated. Take your time setting it up—it shows.  
Soft music, birds, waves, laughter.

Slow, playful and always a little romantic.

This works at every level—whether you're keeping it simple or going all out, the same rules apply.  
It's just how far you take them, and they're not rigid. Once you understand them, you can bend them, break them, or ignore them completely. It's not that deep.

# Food Styling



If you're unsure, watch how things are cut, stacked, and placed.  
That's the difference.

# Budget → Better → Boujee

## ***Blanket***

Any blanket, towel, or throw - even the grass

A thicker, more comfortable base

Layered textures of linen, lace overlay, styled set up + cushions

## ***Drinks***

Water, fruit juice, cans or bottles

Bottled water, juice in a decanter, corked wine

Poured drinks - wine, champagne, fresh juices or smoothies served in proper glasses or flutes

## ***Food***

Sausage rolls, scotch eggs, brownies and flapjacks

Cut fruit and savoury bits arranged properly, homemade sandwiches

Finger sandwiches or a grazing board of meats, cheeses and fruits, styled and paired. Caviar.

## ***Extras***

Nothing - just vibes

Speaker, cutlery, corkscrew, cooler

Candles, flowers, picnic basket

For families: colourful reusable cups for kids or non-drinkers still keep it fun without losing the feel.

Food pairing note: Think prosciutto with a light white like Pinot Grigio and richer salamis with medium reds like Pinot Noir, Rioja or Chianti.

The only thing that really makes a picnic feel unclassy is plastic everywhere... and not cleaning up after yourself.

# The Signature Moment



Bring books, games, celebrations & cameras.  
Things that make it feel like more than just food.

# Checklist

*a simple guide to packing well*

Setting	Grass	Sunset	Waves
Blanket	any blanket/ towel	comfortable throw	layered set up + cushions
Drinks	Water/ juice/ cans	bottled drinks + decanter / cooler	wine/ champagne + glassware
Food	easy bites	cut fruit + sandwiches	grazing board + styled plating + caviar
Extra	just vibes	speaker + cutlery + corkscrew	candles + flowers + basket

# Closer

In a world that moves fast and barely stops, this is your excuse to slow down.

Take the unserious seriously.

Eat well.

Play a little.

Get outside.

Take your shoes off and put your feet in the grass—literally.

Because that's really what this is about.

For some, it's no plastic.

For others, it's no glass.

For some, it's flutes full of bubbly.

For others, colourful cups, kids sets, or whatever makes it yours.

It doesn't have to look one way.

It just has to feel right.

Sometimes the dish is the moment.

Sometimes simple is enough.

So whether you keep it low-key or go all out...

you still know how to win at a picnic.

Take what you need from this,

leave the rest.

See you at the next one.