# Nicky Haslam challenges summer norms with year-round rosé and picnic etiquette rules



Nicky Haslam, the renowned socialite and designer, has once again entered the spotlight, sharing his opinions on summer etiquette through his annual guide, which aims to distinguish refined tastes from what he considers 'common' practices. The 85-year-old, whose whimsical take on social norms has gained considerable attention, particularly with his now-iconic tea towels, revealed his insights on summer dining during a feature in The Sunday Times. With the warm months fast approaching in the UK, Haslam's list of dos and don’ts serves as a playful yet pointed reminder of the unwritten rules governing al fresco activities.

At the centre of Haslam's summer discourse is the perennial favourite—rosé wine. Contrary to conventional wisdom that suggests reserving this light beverage solely for the months between June and August, Haslam adamantly asserts that its enjoyment should be year-round. “Absolute balls,” he exclaimed, expressing his strong belief that rosé is delightful in all seasons, especially the Léoube variety, which captures his particular admiration. His perspective offers a refreshing counterpoint to traditional etiquette that often regulates the enjoyment of seasonal beverages.

As picnics become a staple of summer socialising, Haslam also provided his views on what constitutes suitable food. He firmly believes that ‘picky bits’ should only include items that can be consumed without cutlery. According to him, the essence of picnicking lies in simplicity and ease—“All you want at a picnic are pork pies and scotch eggs... but not a beetroot salad as you need a fork.” This emphasis on hand-held dishes reflects a broader desire for convenience and a relaxed atmosphere, akin to suggestions from other culinary experts who agree that lighter fare complements the relaxed vibe of a picnic.

While picnic menus enjoy scrutiny, Haslam extended his thoughts to summer barbecues, recommending that guests should refrain from contributing elaborate, chef-inspired dishes unless explicitly invited to do so. He expressed concerns over dishes inspired by celebrity chefs like Yotam Ottolenghi, labelling them as attempts to "show off," thus underscoring his philosophy of a return to basics during communal meals. This sentiment resonates with the advice from various culinary sources that suggest classic picnic recipes—a fun and straightforward approach corresponds with what many culinary writers advocate for outdoor gatherings.

In terms of drink selection, Haslam's focus on ensuring that beverages are easily accessible without the fuss of mixing or complicated uncorking procedures highlights a need for both practicality and enjoyment. While he mentions the potential of a homemade bloody Mary, other recommendations in wine literature emphasise enjoying lighter wines, including whites and chilled rosés that enhance the outdoor dining experience. Expert opinions advocate for the use of insulated carriers or even simpler options like screw-tops and cans, affirming Haslam's call for uncomplicated refreshment.

Amidst the light-hearted commentary, Haslam also addressed style, firmly maintaining that a formal dress code is essential for wedding guests—touting the significance of a tie as a must-have accessory. This insistence aligns with the prevailing notion among etiquette experts that adherence to formal dress codes reflects respect for the occasion, greatly valued in British social customs.

As a notable figure who has collaborated with brands like Selfridges to promote his quirky yet instructive tea towels, Haslam’s assertions—filled with whimsical charm and social savvy—encapsulate a broader conversation about summer enjoyment. In an era where culinary creativity often clashes with traditional sensibilities, his rules serve as both humorous and instructive guidelines for navigating summer gatherings.

Ultimately, the essence of Haslam's advice is clear: cherish the simplicity of summer gatherings while adhering to the unspoken rules that govern them. By focusing on rustic elegance, straightforward flavours, and proper presentation, one can avoid the pitfalls of appearing 'common' while still relishing the joys of summertime festivities.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.theguardian.com/food/article/2024/aug/23/wines-to-take-on-a-summer-picnic-mina-holland)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.gusbourne.com/articles/best-wine-for-picnics)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.decanter.com/wine-news/decanter-guide-to-picnicking-for-wine-lovers-480752/), [[5]](https://www.jancisrobinson.com/articles/picnics-and-practicalities)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://swines.co.uk/blogs/news/picnic-wine)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14749503/Nicky-Haslam-reveals-summer-trends-make-you-appear-common-plus-rules-classy-picnic.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.theguardian.com/food/article/2024/aug/23/wines-to-take-on-a-summer-picnic-mina-holland> - An article from The Guardian discussing the best wines to bring on a summer picnic. It highlights the importance of serving rosé at the right temperature, suggesting that it should be slightly warmer than fridge-cold to enhance its flavour. The piece also recommends co-fermented wines made from both red and white grapes, noting their versatility and lower alcohol content, making them suitable for outdoor settings. Additionally, it advises using reusable stemless wine glasses to elevate the picnic experience and suggests freezing grapes to keep wine cool without diluting it.
3. <https://www.gusbourne.com/articles/best-wine-for-picnics> - Gusbourne Fine English Wines provides expert advice on selecting wines for picnics. The article recommends both white and rosé wines, such as Chardonnay Guinevere and Gusbourne Pinot Noir 2022, for their light and fruity profiles. It also suggests pairing wines with classic picnic dishes like quiche and smoked trout. To keep wine cool, the piece advises using bottle carriers or freezer sleeves. For a special-occasion picnic, investing in a proper hamper with glassware is recommended to enhance the experience.
4. <https://www.decanter.com/wine-news/decanter-guide-to-picnicking-for-wine-lovers-480752/> - Decanter offers a guide to picnicking for wine lovers, emphasising the importance of preparation. The article highlights the common issue of forgetting a corkscrew and suggests considering bottles with screw caps or stoppers to avoid this problem. It also discusses the transportation of wine, recommending insulated wine bottle carriers for longer walks or less formal picnics. For casual picnics, the piece supports the idea of wine in cans, noting their convenience and recyclability, and mentions some canned wines that are of good quality.
5. <https://www.jancisrobinson.com/articles/picnics-and-practicalities> - Jancis Robinson discusses practicalities of picnics, focusing on keeping wine cool. She mentions using cylindrical wine coolers that require no ice cubes and are effective at maintaining a steady temperature. The article also introduces reusable, insulated wine bottles designed specifically for wine, which are lighter and less breakable than glass. However, these bottles are not suitable for sparkling wine or fragile wines that should not be exposed to air before consumption. The piece also touches on the use of canned wines for casual picnics.
6. <https://swines.co.uk/blogs/news/picnic-wine> - SW Wine Shop discusses the selection of wine for picnics, advising not to overthink the choice and to bring a favourite wine. The article notes that picnics are an opportunity to escape formalities, and comfort is key. It suggests that lighter wines work well with picnic food, especially when served chilled. The piece also offers a tip for keeping wine cool by lowering the bottle into a lake, stream, or reservoir, noting that it will cool significantly in about half an hour.
7. <https://www.wineenthusiast.com/archive/your-wine-picnic-primer/> - Wine Enthusiast provides a primer on wine for picnics, suggesting that most people at a picnic will prefer white wine, which is often crisp and fresh. For red wine enthusiasts, the article recommends lighter reds with less alcohol, such as those made from the Gamay grape in France’s Beaujolais or Rhône blends from the Languedoc-Roussillon region. It also discusses the convenience of boxed wine and screw caps, noting that these options are recyclable and eliminate the need for a corkscrew.