

GREAT BRITISH PICNICS APP

COUNTRY LIFE BUTTER

Introducing the world's first and only Picnic app.

Designed to get Britain back where it belongs – on a blanket enjoying homemade cakes and sandwiches. All served with lashings of Country Life butter and a big dollop of fresh air.

But picnics are about more than food – so the free app covers every imaginable aspect of eating outdoors; from recipes to weather forecasts, birds/trees & cloud-spotting guides, treasure hunts, AR maps and 1,000+ picnic spots reviewed and photographed.

We also made it easy to download whilst in the great outdoors – with QR codes added to picnic tables, helping the app get over 16,000 downloads in its first ten days alone and onto iTunes front pages.

[View the app on the Apple App Store website](#)

