

INTERNET

Mandarin Oriental celebrates Hainanese Chicken Rice via social journey

July 3, 2014



Mandarin Oriental Hong Kong's Hainanese Chicken Rice contest

By JOE MCCARTHY

Mandarin Oriental Hotel Group is inviting Facebook followers on a virtual food tour for a chance to win a culinary experience at four brand properties in Asia.

[Sign up now](#)

Luxury Daily

The tour examines the evolving taste profile of Hainanese Chicken Rice as it travels throughout Asia. However, the tour is just an entry-point, as consumers are then asked through July 31 to imagine a foodie itinerary if they were to win a trip to the Mandarin properties featured.

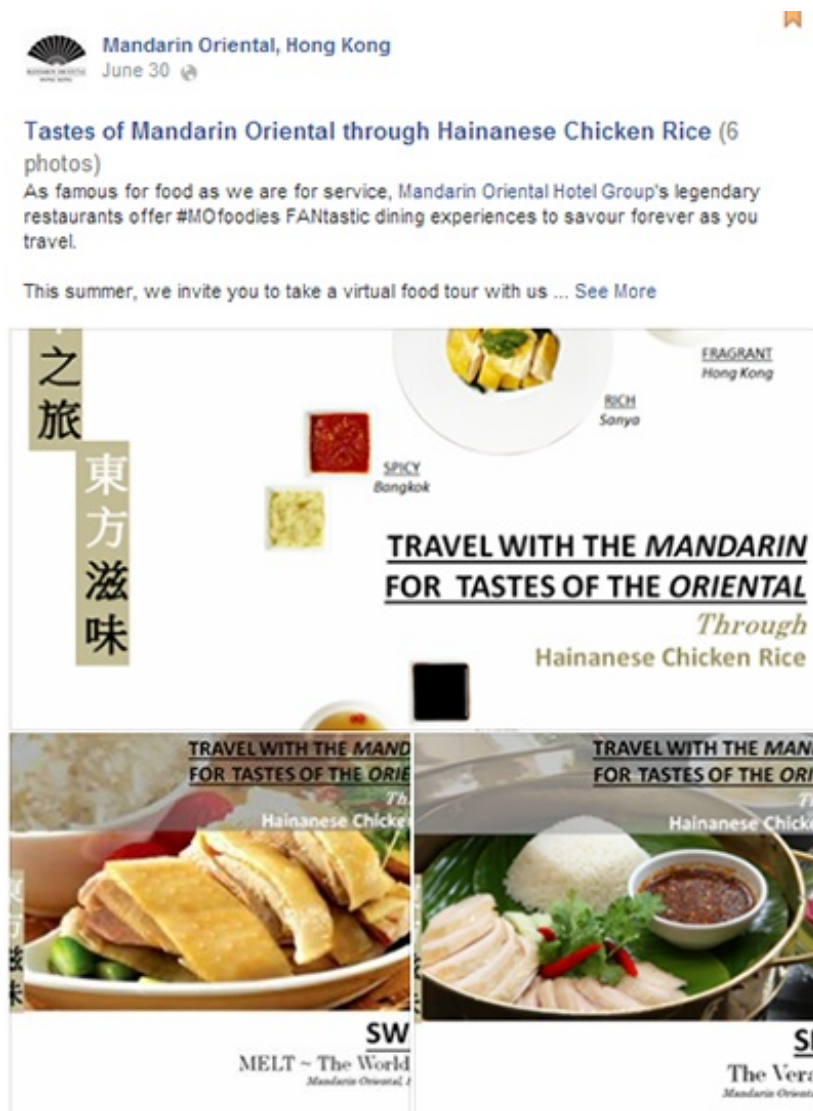
"The idea was brought about by Ms. Aqua Chiu, Mandarin Oriental Hong Kong's social media manager, who realized that a few of our hotels in Asia all served the famous Hainan Chicken Rice dish but with their own local sense of flavor," said Edwina Kluender, director of communications for [Mandarin Oriental Hong Kong](#), Hong Kong.

"This is exactly in line with our hotel group's mission where each of hotel consistently provides 21st-Century luxury with Oriental charm, distinctively each carrying its own distinctive local flair," she said.

"The contest is to bring our guests and fans through this journey and discover the various flavors."

Different preferences

Mandarin Oriental is promoting the effort on the brand's social media pages.



Mandarin Oriental Hong Kong Facebook post

The contest is predicated on the idea that dishes evolve as they pass through the hands of different chefs and assume new cultural preferences.

For instance, Hainanese Chicken Rice, a slow, sub-boiled chicken dish, is fragrant in Hong Kong, rich in Sanya, China, spicy in Bangkok and sweet in Singapore.

Guests are invited to take a brief educational journey about the dish's background on Facebook.

Mandarin Oriental Sanya serves a version of Hainanese Chicken Rice that most closely resembles the original conception. The property poaches the chicken and serves it sliced on top of steamed rice seasoned with garlic and ginger.



RICH
Pavilion
Mandarin Oriental, Sanya

Mandarin Oriental, Sanya

The dish has become a national favorite in Singapore. Here, steamed chicken is served atop fragrant rice that has been cooked in chicken broth and seasoned with soy sauce, ginger paste and chili sauce.



SWEET
MELT ~ The World Café
Mandarin Oriental, Singapore

Mandarin Oriental, Singapore

Spiciness reigns in Bangkok, where the meal is served with spicy chili sauce.



Mandarin Oriental, Bangkok

Finally, the Hong Kong take on the dish features chicken covered with an aromatic chicken oil and soft-steamed rice.



Mandarin Oriental, Hong Kong

After learning about Hainanese Chicken Rice, consumers are encouraged to share the Facebook album and tell in 500 words how they would plan an #MOFoodie journey through Asia with a friend. Implicitly, fans are expected to involve the Hainanese Chicken Rice. Then, the fan must tag the friend she would like to invite.

The best answer, according to the brand, will win a one night stay in the Mandarin Oriental Bangkok, Mandarin Oriental Hong Kong, Mandarin Oriental Sanya and Mandarin Oriental, Singapore.

Entries will be judged based on creativity and how it connects to Asia's food culture. Winners will be announced Sept. 31.

Foodie fever

Restaurants and innovative culinary options have become a major differentiating point for

hotels following the continuing renaissance of food television.

For instance, Leading Hotels of the World is burnishing its credentials in the eyes of responsible foodies with more farm-to-table options throughout its portfolio.

The brand has been on a quest to acquire farmland to take control of the produce that it features in restaurants, which follows a growing trend among luxury hotel brands. Consumers aware of the tremendous pressure placed on the environment by large-scale farming systems are demanding more sustainable practices from their favorite brands ([see story](#)).

Brands in other sectors have to latched onto the foodie boom as well.

For instance, London department store Harrods capitalized on the popular consumer trend of sharing meals with friends on social media by generating a conversation on Twitter.

The retailer selected seven of its favorite in-house restaurants to feature on its Twitter account during the seven-day, unofficial "Restaurant Week." Harrods often showcases its culinary offerings to highlight that the retailer is much more than a shopping mecca and can be visited as an outing ([see story](#)).

For Mandarin Oriental, food is an integral part of its identity.

"Food is one of our core competencies," Ms. Kluender said. "At our hotel, we have 10 restaurants and bars, and three with Michelin stars.

"Our guests join us not only to relax or be invigorated at our spas, experience luxury in our guest rooms, but also to experience the best in customer service and food quality in our various restaurants where all the senses are touched," she said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/nZGs9R1K6nM](https://www.youtube.com/embed/nZGs9R1K6nM)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.