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## Luxury Collection crafts recipe book, five spices for holiday season

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*Epicurean Journeys*

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By JOE MCCARTHY

Starwood Hotels and Resorts' Luxury Collection is highlighting culinary secrets from around the world in a book of recipes with luxury publisher Assouline.

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**Luxury Daily**

"Epicurean Journeys" draws on the history of several spices and the adventurers that brought them to fame. Buyers of the limited edition book will also receive five exclusive, themed spices.

"The Luxury Collection has always celebrated exceptional culinary experiences as a way to transport travellers and bring a location to life," said Paul James, global brand leader of **The Luxury Collection**, St. Regis Hotels & Resorts and W Hotels Worldwide, New York

"We are excited to introduce Epicurean Journeys to our guests, who we know have an insatiable appetite to travel, explore and discover," he said.

Horizons abound

Luxury Collection consistently frames itself as a brand for explorers. Properties tend to be more remote and have historic qualities to appeal to those seeking rare experiences.

The brand also recruits brand ambassadors that go on explorations of their own.

For instance, Starwood Hotels and Resorts' The Luxury Collection enlisted photographer and former supermodel Helena Christensen as its newest global ambassador to portray the exploratory nature of the hospitality brand.

For her first project, Ms. Christensen traveled to Peru to photograph the spirit of the place, and her work was on display at the Bleecker Street Arts Club in New York earlier in the year. The Luxury Collection's three Peruvian properties may receive a spike in traffic after affluent travelers view the pieces ([see story](#)).

Luxury Collection also aspires to foster restaurants that support a sustainable way of life. The new recipe book continues in this adventurous vein.



*From the brand's The Ballantyne property*

"Epicurean Journeys" features recipes from the brand's chefs from around the world and anecdotes from a series of global explorers including food critic Ruth Reichl, Ms. Christensen and singer/songwriter Jaime Cullen.

The owner of the French restaurant La Boîte has crafted five exclusive spices inspired by global explorers that will accompany the book.

The spices include "Marco," "Magellan," "Colombo," "Vasco" and "Veneti" and all draw from the journeys of their respective inspirations. For instance, the "Colombo" spice is a "tribute to one of world history's most fortuitous accidents, a versatile blend of fragrant wild herbs including oregano and thyme, with red chilis, to conjure the marinated meats and the stews and sauces of the region."

The book will be available at Assouline boutiques around the world and from the hotel's Web site. Consumers can secure a copy for \$150.

The Luxury Collection has worked with Assouline on other books including "The Luxury Collection Hotel Stories" and "The Luxury Collection Destination Guides."



## *The Luxury Collection Hotel Stories*

Come eat

Most hotels recognize the persuasive power of their restaurants and try to make their culinary offers a key part of consumer considerations.

For instance, Four Seasons Hotels and Resorts is consolidating and illuminating the culinary activities of its many properties with a food Web site that forms a part of the brand's renovated digital presence.

Taste by Four Seasons informs guests about events occurring collectively by the brand or by select properties and provides fans with cooking and dietary suggestions. Dedicating a Web site solely to the brand's passion for food will likely appeal to food enthusiasts and entice prospective guests looking for a reliable dining experience ([see story](#)).

Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

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