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## Ritz-Carlton, Naples shares a slice of pie on social media

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*Key lime pie by Ritz-Carlton, Naples*

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By STAFF REPORTS

The Ritz-Carlton Resort of Naples, FL, is showing that a state favorite is easy as pie.

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**Luxury Daily**

Florida is known for its key lime pie, and the hotel has shared a recipe for the popular summer treat. Hospitality brands often look for ways to extend a stay through at-home touchpoints that stem from experiences had at a specific property.

Sweet as pie

The Naples property shared the recipe on its Facebook page with simple steps to make a traditional key lime pie with a graham cracker crust, key lime custard and key lime whipped cream. By sharing its recipe, the hotel may become part of a special occasion not directly linked to a guest's stay, but will resonate with those who enjoy the pie or ask for the recipe.

Recipes are often shared on social media, especially due to the popularity of Pinterest. This specific post has been shared by more than 70 Ritz-Carlton Resorts of Naples followers as of press time.

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A popular summer treat in Florida is Key Lime Pie. Recreate this dish at

home by following this recipe:Graham Cracker...

Posted by [The Ritz-Carlton Resorts of Naples](#) on [Wednesday, August 12, 2015](#)

Other brands have taken a more personal approach to sharing recipes online. For example, beauty brand Estée Lauder got “getting saucy” alongside Bon Appétit magazine’s senior food editor Alison Roman, teaming up to share a family recipe with its online community.

On social media, Estée Lauder shared an image of a handwritten recipe card with a tube of opened red lipstick lying on the page. Copy accompanying the image encouraged followers to click-through to find out what brand founder Estée Lauder’s secret tomato sauce ingredient was ([see story](#)).

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