

IN-STORE

Waldorf Astoria looks for new culinary ideas with chain-wide project

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A photo of Olga Kuylenko from Waldorf Astoria's story campaign

By STAFF REPORTS

Waldorf Astoria Hotels is bringing culinary experiences to its guests worldwide through a partnership with the James Beard Foundation.

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The second round of Taste of Waldorf Astoria kicked off Sept. 28 with a series of five new chefs who will bring their culinary talents to five new participating properties. With food a large part of the guest experience, providing special series of dining options can help persuade consumers to book or eat at their local hotel.

New taste

At each of the stops, a JBF Rising Star semi-finalist will work with the property's chef, visiting markets and local producers and traveling to nearby restaurants or otherwise finding inspiration.

Taste of Waldorf Astoria first visited The Roosevelt New Orleans until Oct. 1. It will then travel to Orlando, Amsterdam, Jerusalem and Beijing.

Each of the participating chefs will cook their dish for a judging panel in New York on Feb. 24, with the winning recipe being featured on the menu in all of Waldorf Astoria's 25 properties.



Promotional image for Taste of Waldorf Astoria

All of the chain's hotels are offering a three-course meal so that all guests can have a taste of Waldorf Astoria.

Leading up to February, the hotel brand will be using its social channels to share the process with consumers.

"We are thrilled to be partnering with the James Beard Foundation for a second year on Taste of Waldorf Astoria, a program that celebrates and nurtures our culinary heritage," said John T.A. Vanderslice, global head, Waldorf Astoria Hotels & Resorts, in a statement. "Waldorf Astoria is committed to culinary excellence at each of the brand's more than 140 world-class bars, lounges, and specialty restaurants worldwide."

Recently, Waldorf Astoria paid homage to its namesake Waldorf Salad with a recipe contest in partnership with the California Walnut Commission, which represents the leading growers of one of the dish's key ingredients.

For the Waldorf Salad Refresh contest, consumers were asked to share their own take on the salad for the chance to win a stay at the chain's New York flagship and \$5,000. This initiative offered Waldorf Astoria the opportunity to connect with aspirational consumers, while honoring its culinary heritage ([see story](#)).

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