

INTERNET

Trump resort asks consumers to dig up heirlooms for Mother's Day contest

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Trump Miami beach

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Trump Miami International Beach Resort in Sunny Isles Beach, FL is asking consumers to share their love of mom with a recipe contest.

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The property is soliciting properties for its "Heirloom Recipes with a Citrus Twist" Mother's Day contest, with finalists and winners standing to win a number of prizes. A universally appreciable cause and a local twist work to establish positive hotel values and demonstrate genuine appreciation for mothers and consumers alike.

"Mother's Day is one of the busiest days for dining out throughout the year and our annual Mother's Day brunch has always been quite popular," said Kurtis Jantz, executive chef at Trump International Beach Resort, Miami. "This year, with our new locally-sourced menus, we wanted to reach out to the community and invite them to become involved with the brunch by adding their own 'citrus twist' to their original family recipes.

"We are inviting everyone to be a part of our own culinary family, and this is really special and unique. We'll feature the three finalists' recipes at the Mother's brunch and all attendees will have the chance to sample the dishes, learn about the special traditions or

memories attached each recipe and then vote for their favorite item," he said. "That is the essence of who we are: sincere, unique and memorable."

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For the contest, consumers must submit a non-trademarked, original family recipe, add a "citrus twist" to it, and include a special tradition or fond memory regarding the recipe. Submissions ranging from nutritious cara cara salads to blood orange molten lava cake indulgences are welcome.

Three recipes will be selected as finalists and will be included in the Trump Miami Mother's Day brunch, where guests will sample and vote on their favorite. All three finalists will receive an Omega J8006 nutrition center juicer, an embroidered Trump International Beach Resort culinary apron and a signature chef recipe from Mr. Jantz and will have their recipes featured on Trumpmiami.com and the property's social media channels.



Trump Mother's Day contest promotional image

The winner of the grand prize, determined by the brunch voters, will also receive a three-night stay for two in an oceanfront suite, including breakfast and a spa treatment and \$600 in travel credit.

This contest is the first in what is planned to be an annual series of Mother's Day recipe contests.

The inclusion of a citrus recipe falls in line with the culinary habit of Mr. Jantz. His use of Florida-grown foods – oranges and other citrus fruits chief among them – has earned him a local following.

In this manner, the promotion brings together a tradition of the consumer with a tradition of the hotel, placing them on equal brand and showcasing both a respect for heritage and an interest in innovation that will resonate with consumers.

The use of the recipes in the brunch and placement online also creates a bond between brand and consumer. Incorporating winning recipes into the brand and its offerings gives consumers a way to be a part of the brand rather than simply a target of its marketing.



Trump Miami Neomi's Grill

Selecting Mother's Day as the coinciding holiday is fitting for a contest focusing on family recipes. Additionally, showing appreciation for close families is a value that all consumers can get behind, while the creativity of the campaign suggests a genuine appreciation rather than a way of cashing in on a holiday.

"We all have fond memories of a favorite family meal from our childhood, and those moments were much more than just a meal," Mr. Jantz said. "Family recipes are treasures. They include cooking secrets, heartwarming stories and fascinating traditions that have been passed along over the decades.

"With Mother's Day approaching, this recipe contest celebrates and honors Mother's and families everywhere by inviting communities to share their own special traditions and family memories," he said. "It really brings us together and connects us with others."

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Although the holiday season may be bigger for purchases, the mass applicability of Mother's Day and similar holidays makes it important for brands.

Last year, luxury hotel brands are hewed to tradition with a range of Mother's Day offers that promise relief.

Mother's Day is a time for brands to reaffirm ties and demonstrate superb customer service. The day is generally a time for indulgence, so many brands are preparing for busy brunch, lunch and dinner sessions, among other activities ([see story](#)).

Trump Hotels often put a twist on expected promotions, elevating them to a more creative and notable level.

For example, last May, inspired by the newly born Princess of Cambridge, Trump International Hotel & Tower New York enabled its youngest guests to have their own royal moment.

The property's Central Park Princess package let little girls rule Manhattan, with shopping excursions and other activities to pamper and entertain. Launching right after the royal birth, this offer was an inspiration to other parents to treat their own princesses ([see story](#)).

"Trump International's core values are to deliver sincere, unique and memorable experiences to all guests, all of the time," Mr. Jantz said. "That's our teams' mission.

"This recipe contest supports these key values. We hope that this contest brings families together together by looking back at their own special family traditions and memories and sharing these unique memories."

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