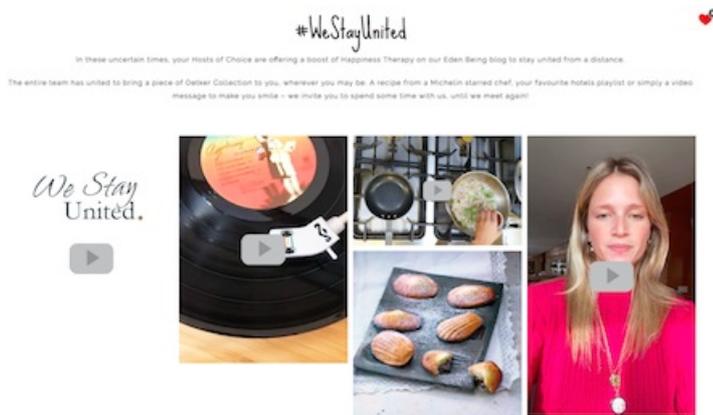


TRAVEL AND HOSPITALITY

Oetker Collection, showing solidarity with customers, pushes happiness therapy with video vignettes on blog

March 30, 2020



Finding happiness in one spot: Oetker Collection Being Eden blog. Image credit: Oetker Collection

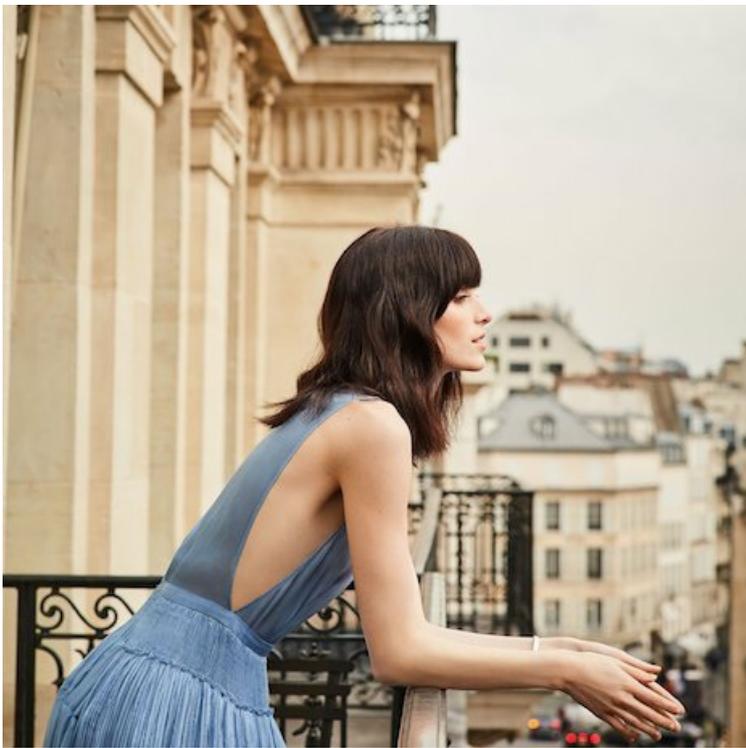
By LUXURY DAILY NEWS SERVICE

German-owned hospitality chain Oetker Collection is stressing unity in this time of COVID-19 stress with a dose of "Happiness Therapy" on its Being Eden blog.

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The owner of properties such as Hotel du Cap-Eden-Roc in Antibes on the French Riviera, Le Bristol Paris and The Lanesborough in London has enlisted its entire team to bring a piece of the group to customers and prospects. It has also asked for customer participation.

Among the choices are a recipe from a Michelin-starred chef, a favorite hotel's playlist or a video message from a fellow guest.



Vacationing at Oetker Collection's Le Bristol Paris hotel. Image credit: Oetker Collection

Uplifting theme

The whole purpose of its **Happiness Therapy effort** is to engage its audience and lift its mood as travel and tourism is paused over the COVID-19 outbreak.



Making memories with the kids at The Lanesborough hotel in London. Image credit: Oetker Collection

For example, Laetitia is the unofficial music connoisseur on the Oetker Collection team. Her playlists set the tone for the company's workday at the headquarters in Paris. So, given that all are homebound for now, Laetitia is offering the list and clips on the blog for visitors to listen and enjoy.

The first choice? The 1979 track, "Breakfast in America," by Supertramp.

In another offering, Palcio Tangar's Michelin-starred chef Felipe Rodrigues shares his recipe and a video tutorial for a quick fried rice that is ideal for a weeknight meal at home with the family. The ingredients are basic and easy to find, quite unlike his sophisticated dishes at Tangar Jean-Georges.



Oetker Collection's Jumby Bay Island resort in the Caribbean. Image credit: Oetker Collection

Then there are two classic French recipes by three-Michelin-starred chef Eric Frechon from Le Bristol Paris to make with the kids: Polenta Croque Monsieur and Hazelnut Spread Madeleines, both quick and easy to prepare for a lunch with a sweet finish.

And then there is a heartfelt tribute to Le Bristol Paris from Helena Bordon, a Brazilian fashion blogger and influencer who records a video from her home in So Paulo.

Oetker is promoting the effort through the hashtag, #WeStayUnited.

"In these uncertain times, your hosts of choice are offering a boost of Happiness Therapy to stay united from a distance," Oetker said on its site and via email.

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