

FOOD AND BEVERAGE

Mandarin Oriental, prolific in output, offers fantastic recipes for home chefs

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The Fantastic Recipes video series from Mandarin Oriental includes a recipe for a Manhattan. Image credit: Mandarin Oriental

By DIANNA DILWORTH

Mandarin Oriental is running a new content marketing campaign that aims to connect virtually with consumers on lockdown through its classic hospitality, keeping ties warm with its audience and hoping to resume the in-person relationship once travel restrictions are lifted.

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From a Manhattan cocktail in under a minute to how to make a beef ragu, the initiative titled "Fantastic Recipes" stars chefs and bartenders from properties around the world showcasing their talents so that consumers at home can still enjoy luxury dining even under lockdown. The Hong Kong-based hotel chain has posted 48 videos to YouTube, accumulating by far the best library of recipes shared with consumers online.

"Mandarin Oriental is very much a lifestyle hotel experience with a very loyal following, so providing these videos makes perfect sense," said Damon M. Banks, editor at [LuxeGetaways](#), Washington.

"The fact is that they have taken the time to edit these in such a way that they are informative, entertaining and, most importantly, short," he said.

Italian chef Mario Cittadini at Mandarin Oriental Singapore shows viewers how to cook up a wagyu katsu sandwich

Fantastic recipes

Many consumers worldwide are still following lockdown orders and have not eaten at a restaurant for months.

Delivery options are limited and luxury hotel restaurants are off-limits.

As consumers crave these experiences, they have to settle for the next best thing: home-cooked meals based on their menu favorites from Mandarin Oriental hotel restaurants.

Taiwanese beef noodle soup, soft shell crab salad, fried rice and green tea creme brulee are all on the menu for diners at home wishing they were dining out.

The series includes participation from different hotels and chefs at Mandarin Oriental hotels worldwide.

American chef Matthew Kirkley, chef at The Landmark, Mandarin Oriental, Hong Kong makes a classic Maine style lobster roll.

A staff mixologist trims fresh herbs from the garden before he demonstrates how to make a verbena cube cocktail like they do at the Mandarin Oriental Marrakech.

The videos are tightly edited and show enticing delicacies that can be enjoyed at home but serve up a desire to revisit these places once it is safe to do so.

"The pace of the videos and overall quality is what guests expect from the Mandarin Oriental brand, and they certainly deliver with this series," Mr. Banks said.



Fantastic Recipes video series from Mandarin Oriental includes a recipe for linguine with clams. Image credit: Mandarin Oriental

Gold standard series

The Fantastic Recipes initiative is perhaps the gold standard for what hospitality brands should do to keep their audiences engaged with inspiring content.

Four Seasons and Bulgari Resort & Hotels have also created similar content designed to keep their brands alive in consumers' minds as they stay home.

The Four Seasons Collaborations videos highlight the individuals that make each property unique and special, personalizing the experience key at the respective hotels from Philadelphia to Costa Palmas, Mexico ([see story](#)).

The Bulgari Hotels & Resorts video series includes yoga classes and recipes ([see story](#)).

While Mandarin Oriental is not the first hotel to connect with consumers through these video tutorials from staff, the hotel is the most prolific.

The hotel chain has produced 48 videos so far for its YouTube page which counts almost 7,000 subscribers.

"Especially now that the brand is not able to connect with their loyal guests on-property, at least this way they can stay top-of-mind when they begin to travel again and preparing to make hotel reservations, while also having a way to connect with guests via this digital format," Mr. Banks said.

[Please click here to view all 48 Fantastic Recipes videos from Mandarin Oriental](#)