

TRAVEL AND HOSPITALITY

Fairmont Hotels & Resorts, Make-A-Wish introduce Bake-A-Wish'

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The winning dessert by Jacqueline and Chef Isabel highlighted the former's love of strawberries. Image credit: Fairmont Hotels

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Hospitality brand Fairmont Hotels & Resorts is making dreams come true with the inaugural Bake-A-Wish challenge, launched in partnership with nonprofit organization Make-A-Wish.

For the initiative, Make-A-Wish alumni partnered with Fairmont chefs for a bake-off at Fairmont Olympic Hotel in Seattle. The three dessert creations will be available on select Fairmont Hotel menus starting on World Wish Day on April 29; proceeds from the sales will go to Make-A-Wish.

"For more than 115 years, we have been turning moments into special memories for our guests, celebrating their most significant occasions, both big and small," said Omer Acar, CEO of [Fairmont Hotels & Resorts](#), in a statement.

"It is incredibly meaningful to us to carry this forward and help make dreams a reality for children facing critical illnesses around the globe, through our partnership with Make-A-Wish," Mr. Acar said. "Now we are excited to bring a little bit of that magic to Fairmont hotels worldwide."

Philanthropy at Fairmont

Content creator Melanie Sutradha hosted the bake-off in which the three Make-A-Wish alumni Roux, 18, Theo, 9, and Jacqueline, 16 were partnered with Chef Eraj Jayawickreme from Fairmont Olympic Hotel in Seattle, Chef Nancy Guerrero from Fairmont Century Plaza in Los Angeles and Chef Isabel Chung from Fairmont Empress in Victoria respectively.

"This is just one small way we are honoring the amazing things Make-A-Wish does, and the inspiring legacy of World Wish Day," said Mr. Acar, in a statement ([see story](#)).



The contestants competed at the Fairmont Olympic Hotel in Seattle. Image credit: Fairmont Hotels

Transforming the campfire treat, Roux and Chef Eraj created a S'mores Cake. Theo worked with Chef Nancy to create a Coconut Tres Leches with Caramelized Pineapple, which drew inspiration from the youth's memories of baking with his grandfather.

The third dessert, a Passionfruit Strawberry Yogurt Cake, was concocted by Jacqueline and Chef Isabel to honor Jacqueline's love for strawberries and her Guatemalan heritage.

"Wishes have the power to transform lives, bringing much-needed hope and joy to children facing critical illnesses and their families," said Luciano Manzo, president and CEO of Make-A-Wish International, in a statement.

"Our partnership with Fairmont enables us to reach more children worldwide, allowing them to experience the lasting impact of a wish," Mr. Manzo said.

Though Jacqueline's and Chef Isabel's strawberry creation was the winner of the Bake-Off challenge, all three desserts will be memorialized by future Fairmont Hotel guests.