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Four Seasons bolsters local status with Food & Wine event, package

August 30, 2012



By TRICIA CARR

Four Seasons Resort, Maui at Wailea, is strengthening its reputation as not only a high-end travel brand, but a provider of cuisine and entertainment through an event and hotel stay package that aligns with the Wailea Wine & Food Festival.

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The property is participating in the festival by offering the Red Violin Opus One Event that includes a hotel stay, private concert and food and wine pairing. Guests will attend a concert by Elizabeth Pitcairn, violinist and owner of the iconic 1720 Red Mendelssohn Stradivarius, while eating a five-course menu that corresponds with the history of the violin.

“On the heels of the successful Four Pinots [wine event] at Four Seasons Resort Maui, we aspired to create a memorable event that would integrate into the new Wailea Wine & Food Festival,” said Mark Simon, marketing director for **Four Seasons Resort, Maui**, HI.

“We had long wanted to do an event with the violinist Elizabeth Pitcairn, and have a successful relationship with Opus One in the past, so all the pieces came together like it was meant to be,” he said.

Eating to music

Four Seasons Resort Maui is offering its exclusive **Wine & Food Festival** experience and package Dec. 7. The festival takes place Dec. 6-9.

The package falls under the “Unforgettable Events” series at the hotel that provides one-of-a-kind experiences relating to sports, wellness, food and wine.

Dinner will be served outdoors during the violin concert by Ms. Pitcairn.

The menu was created by the hotel’s master executive chef Roger Stettler to correspond with countries Italy, Montreal, Shanghai and England that were involved with the history of the violin.

Dishes include lobster ravioli, wild rabbit terrine, Shanghai steamed soup dumplings, braised oxtail, fried quail egg and black winter truffle. A dessert and cheese buffet created by executive pastry chef Rhonda Ashton will also be available.

Courses will be paired with vintage wines from Opus One vineyard, Oakville, CA, from the years 1995, 2000, 2004, 2007 and 2009.

Guests will stay in an Ocean View Room.



Ocean view executive suite

The event and hotel stay is \$795 per person. The hotel is also offering a special nightly rate before and after the event of \$295 per night.

Four Seasons Resort Maui is raising awareness of the package via direct mail, email, grassroots efforts within the wine community, social media, advertising and partnership marketing, per Mr. Simon.

What’s cooking

A few other luxury hotels are aligning with culinary events to push the property’s cuisine to local consumers who might not be aware of the offerings.

For example, Starwood Hotels & Resorts’ St. Regis Aspen Resort debuted a concept restaurant to its affluent guests that was established through an exclusive licensing agreement with American Express Publishing’s Food & Wine.

The restaurant opening strategically coincided with Aspen’s annual Food & Wine

Classic ([see story](#)).

Also, Four Seasons Resort Chiang Mai, Thailand, is holding a one-night culinary showcase that allows consumers north of the World Gourmet Festival at the brand's Bangkok property to take part in an authentic Japanese meal by a chef from a California hotel ([see story](#)).

Successful culinary events can create positive word of mouth for a luxury brand hotel among local consumers or those in town the event if executed correctly.

The reputation that a brand can achieve through culinary packages can potentially outlast a message spread through other marketing channels.

"We wanted to reinforce our positioning as Wailea's luxury resort and, at the same time, flex our creative muscles, and this event allowed us to accomplish both," Mr. Simon said.

"We want to deliver a truly outstanding, once-in-a-lifetime event that people will talk about for years," he said.

Final Take

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