

INTERNET

## Four Seasons targets social-savvy consumers via seasonal chat series

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By ERIN SHEA

Four Seasons Hotels & Resorts gave social media-savvy consumers ideas for the perfect New Year's Eve party by partnering with the Foodies' Night In Twitter chat.

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The chain's executive chefs from various properties answered questions Dec. 17 about New Year's celebrations asked by the Foodies' Night In Twitter account. Users were also able to share their opinions and tips by using the hashtag #FNIChat.

"This is part of a larger social media campaign to introduce our new epicurean Web site to the world," said Felicia Yukich, manager of social media marketing, **Four Seasons**, Toronto.

"Our aim with both this chat and Taste Web site is to stimulate the culinary conversations happening across the globe and provide unprecedented access to the top chefs, mixologists, pastry chefs and sommeliers we have in our restaurants and bars," she said.

"This Twitter chat allowed our culinary innovators to share their tips, tricks and exciting ideas with home cooks, industry professionals and more from around the world."

Popping bottles

Four Seasons' chefs answered 15 questions on hors d'oeuvres, cocktails, plating ideas and desserts during the 90-minute session.

The chat was set up in a question-and-answer style. The Foodies' Night In account posted a question using "Q7" in the tweet and the Four Seasons account would respond back using "A7." Both accounts used the established hashtag #FNlChat.

The chat hashtag was trending on Twitter in the U.S. during the time of the chat, per Four Seasons.

The Foodies' Night In account is maintained by food personality Caitlin MacEachen Steininger from [Cooking with Caitlin](#).

The image shows a screenshot of a Twitter post from the account 'Foodies' Night In' (@FoodiesNiteIn). The tweet, posted at 4:36 PM on December 17, 2012, asks for signature drinks for New Year's Eve (NYE) and includes the hashtag #FNlChat. The tweet has one retweet. Below the tweet, two replies are visible: one from Simón de Swaan (@SimonSaysCook) suggesting a cocktail with champagne, rose geranium syrup, and lemon vodka, and another from Nicole Spasiano (@iamahoneybee) suggesting a Pom Vivant Cocktail.

**Foodies' Night In** @FoodiesNiteIn

Q7. #Cocktail Hour(s): Signature drinks for #NYE? Colorful martini #recipes? Punch-bowl sparklers? #FNlChat

1 RETWEET




4:36 PM - 17 Dec 12 · Embed this Tweet

Reply to @FoodiesNiteIn

**Simón de Swaan** @SimonSaysCook 19h  
@foodiesnitein A7 fave cocktail is made w champagne, rose geranium syrup & lemon vodka. [junetaylorjams.com](#) #FNlChat

**Nicole Spasiano** @iamahoneybee 19h  
A7. I would enjoy A Pom Vivant Cocktail since it is sparkly and quick to prepare [wp.me/pzEAP-1Fj](#) @FoodiesNiteIn #FNlChat

*Cocktail question with user responses*

 **Four Seasons Hotels**   **Following**  
@FourSeasons

A7: Hennessy, vanilla vodka, cream, advocat & syrup makes for a delicious Egnog Martini @FSDublin #FSTaste [pic.twitter.com/wzsasqkB](https://pic.twitter.com/wzsasqkB)

 Reply  Retweet  Favorite



10 RETWEETS 2 FAVORITES 

4:39 PM - 17 Dec 12 · Embed this Tweet

Flag media

### *Four Seasons' cocktail answer*

Various Four Seasons chefs participated in the chat including Four Seasons Chicago executive chef Kevin Hickey, Four Seasons Resort Hualalai executive chef James Babian and Four Seasons Hotel Washington D.C. executive chef Adam Sobel.

Twitter users can still access the Q&A by searing the #FNIChat hashtag on Twitter.

"Luxury hoteliers are becoming increasingly active on social media," said D.M. Banks, director at **DMB Public Relations**, New York. "They are finding that the target audience here is growing, and very dependent and active on social media when booking and choosing hotels.

"We've seen other brands have success with Twitter chats and they continue to explore additional social and mobile media outlets to target today's tech-savvy traveler," he said.

Twitter chats and other social media efforts can help engage consumers into the brand from any location.

"Social media is an undeniable force for marketers," said Taylor Rains, account coordinator at **Rawle Murdy Associates**, Charleston, SC. "What is becoming increasingly clear is that luxury consumers are expecting their most venerated brands to take part in social conversation as well.

"Four Seasons regularly develops engaging content and promotions that keep consumers

engaged, even when off-property," he said.

### Indulge yourself

Recently, Four Seasons has been boosting its epicurean efforts.

The hotel brand tapped affluent consumers' interest in high-end culinary experiences through a lifestyle blog that presents brand recipes from its properties and other food-related content.

The interactive Web site asks users to weigh-in on the content and try cooking recipes from Four Seasons properties worldwide in their homes. The blog was designed to be a gathering place for food-lovers and a network to connect all on-site restaurants and bars in one online community, per the brand ([see story](#)).

At the property level, Four Seasons Chicago's bar and restaurant Allium is looking to distract guests from their New Year's resolutions through all-you-can-eat dinner specials.

Beginning Jan. 1, Allium will offer three-course dinners with extra entrée helpings and special beverage pairings. There will be a different special each day Monday-Friday during the first month of the year ([see story](#)).

"We are seeing Four Seasons become much more active in both social and mobile media with their dining and foodie options," DMB's Mr. Banks said.

The Foodies' Night In chat is an additional way for the hotel chain to engage with consumers on a similar topic while gaining exposure in the epicurean community.

"A branded chat gives consumers a subject to discuss and takes a bit of the work out of content development," Rawle Murdy's Mr. Rains said. "For a luxury brand, it helps to monitor the discussion and maintain at least a bit of control over its direction."

### Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/MIbWGPTskj0>

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