

INTERNET

Four Seasons “Taste” Web site caters to foodies, delves into brand identity

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By JOE MCCARTHY

Four Seasons Hotels and Resorts is consolidating and illuminating the culinary activities of its many properties with a food Web site that forms a part of the brand's renovated digital presence.

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Luxury Daily

Taste by Four Seasons informs guests about events occurring collectively by the brand or by select properties and provides fans with cooking and dietary suggestions. Dedicating a Web site solely to the brand's passion for food will likely appeal to food enthusiasts and entice prospective guests looking for a reliable dining experience.

"We created Taste to celebrate and share the rich culinary diversity that comes from Four Seasons properties around the world," Elizabeth Pizzinato, global luxury consumer and digital marketing senior vice president for [Four Seasons Hotels and Resorts](#), Toronto.

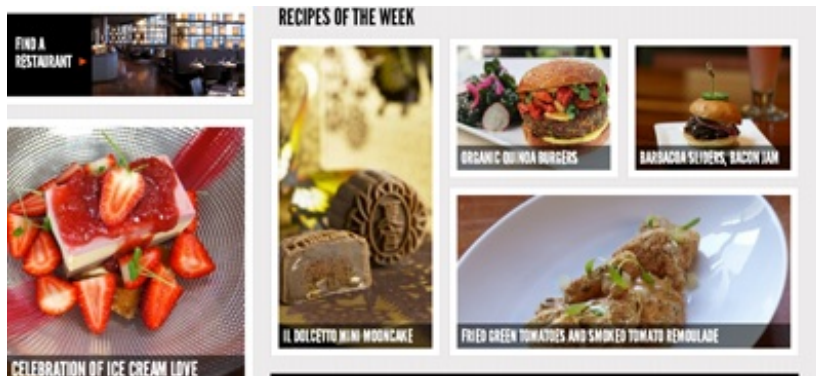
"Through this online platform, we're bringing the innovation, energy and creativity of our kitchens and bars beyond our hotels' walls," he said.

"Taste is our virtual 'kitchen table': a place where anyone can join the lively conversations that go on between our culinary teams in our world-renowned kitchens and bars."

Small and large scale

The Web site can be accessed at: <http://taste.fourseasons.com>. On the main banner, the Web site announces its commitment to "serving up the best in global food & drink."

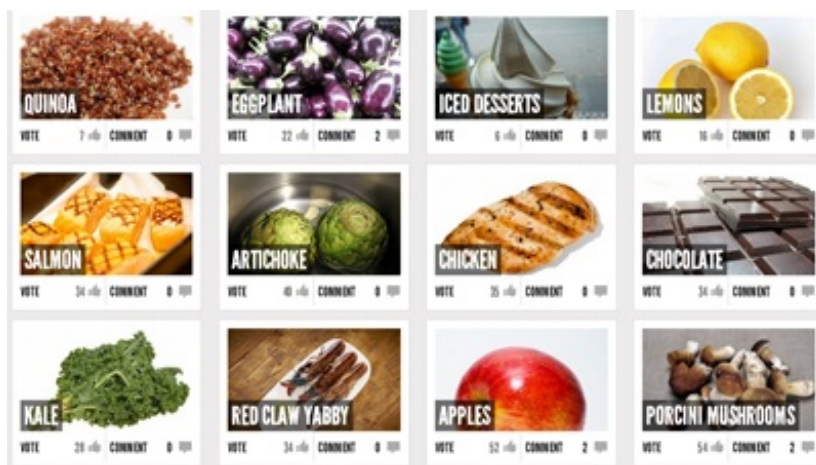
On the primary page, the brand provides fans with recipes of the week, a look into a Four Seasons Chef's kitchen, a chance to challenge chefs with ingredients, trending news items and portals to social media pages.



Taste by Four Seasons

At the top of the page, fans can choose from options such as Recipes, Restaurants, 1 ingredient/3 ways, Meet the chefs and News.

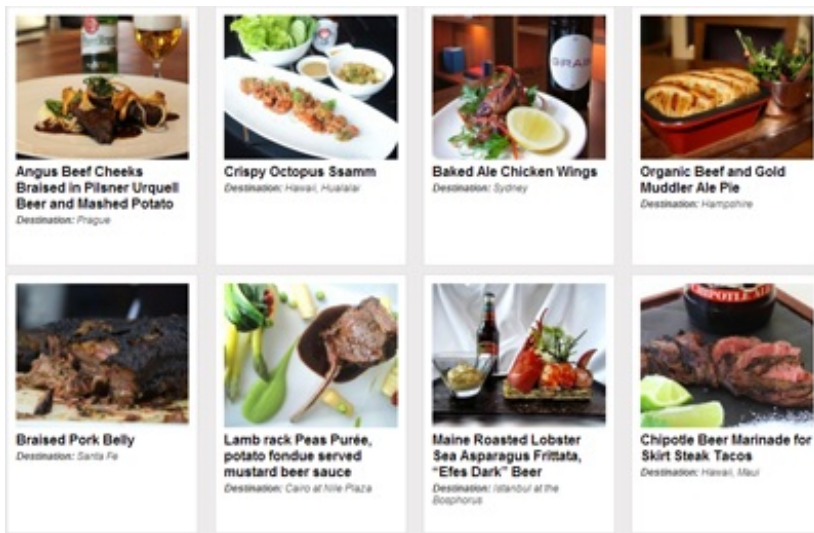
In the 1 ingredient/3 ways section, social media users are invited to explore the available ingredients and vote on the dishes that make the best use of them.



1 ingredient / 3 ways

Important upcoming events such as the Four Seasons' food truck and the brand's Beerfest rotate at the top of the main page.

The Beerfest details how several brand chefs design beer-infused dishes.



Beerfest options

The meet the chefs section features glimpses into personal kitchens, recipes, cooking styles and other subjects meant to familiarize guests with the brand.



Four Seasons Miami Chef Aaron Brook's fridge

Myriad interests

Four Seasons devises myriad ways to engage the interests of fans.

For instance, the brand is amplifying its Pinterest presence with a “Pin.Pack.Go” service that enables consumers to better prepare for their trips by receiving travel recommendations from hotel specialists.

Creating a platform for the brand to organically chronicle its properties will likely produce a gallery that clarifies remote aspects of travel and helps guests plan trips. The initiative takes Four Seasons’ Pinterest mission of providing insightful tips to the next level by spurring travel ([see story](#)).

Also, Four Seasons is taking its culinary skills to the road with a food truck that will tour three states and cover 1,000 miles beginning Sept. 16.

The FS Taste Truck will feature different Four Seasons chefs working together or against

one another and the cuisine will vary depending on location. The informal nature of food trucks may allow the brand to entice consumers who may not have considered traveling to a Four Seasons property beforehand ([see story](#)).

Assembling a cumulative culinary Web site allows the brand to foster a lively interactive community.

"With the Taste Web site, Four Seasons is cultivating an online community devoted to the brand's culinary offerings," said Taylor Rains, account executive at [Rawle Murdy Associates](#), Charleston, SC.

"By providing a forum for online engagement with the brand in a new and specific way, Four Seasons has the opportunity to develop strong brand loyalty among Web site visitors," he said.

"The Web site offers evergreen content that foodies would be interested in even when not planning a trip or vacation."

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/LCX6PmUsQbQ](http://www.youtube.com/embed/LCX6PmUsQbQ)

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