



**FOR IMMEDIATE RELEASE**

## **Dolce Honored for Marketing that Taps into Technology and Tradition**

MONTVALE, N.J. (Feb. 2, 2010) — Dolce Hotels and Resorts, a privately held operator of 26 upscale hotels, resorts and conference hotels in North America and Europe, was honored yesterday for two marketing campaigns: The company's first social media campaign and an awareness project that resurrected a European tradition.

The Hospitality Sales and Marketing Association International honored Dolce with a Platinum Adrian Award for a contest called Play, Pick and Pack that encouraged consumers to become fans of the company's Facebook pages. Dolce additionally won a Bronze Adrian Award for creating a *gâteau de voyage*, or travel cake, for introducing prospective clients to its European hotels and resorts.



The Play, Pick and Pack promotion invited consumers to become fans of Dolce's corporate and Lakeway Resort and Spa Facebook pages and submit proposals for the most original, fun and exciting vacation package that they could imagine enjoying at the resort, situated on Lake Travis, a short drive from downtown Austin.

Dolce handled all aspects of the promotion in house, with its executives choosing 10 finalists based on creativity, originality, marketability and fun factor. Dolce's Facebook fans then were invited to vote for the winning entry.

Michael Goldrich, Dolce director of global Web services and e-commerce, said Play, Pick and Pack succeeded because it was "authentic to" the Dolce brand. "Our brand values of community, connectivity and nourishment were met with a perfect complement in the virtual world," he said.

Dolce's travel cake promotion, named The Dolce Box, recalled the genteel era of pre-World War II Europe, when travelers frequently brought cakes as gifts to their hosts. The purpose was to create a compelling gift that could be mailed and or presented in person to prospective clients as a way of introducing Dolce's European properties, known for their fine cuisine.

Alain Montigny, executive chef at Dolce Chantilly near Paris, developed pates de fruits, or fruit jellies, in three flavors representing the three rings of nourishment, connectivity and community

depicted in the company's logo. Eight thousand boxes, each packaged with three jellies, a brochure and a personal message from Andy Dolce, the company's founder and chairman, were distributed by Dolce's five hotels in Europe.



Xavier Louyot, Dolce marketing and public relations director, said The Dolce Box successfully introduced the company's brand identity and increased awareness of its hotel and resort portfolio in Europe. "We also achieved a major objective by introducing Dolce's culinary expertise through an experiential marketing communications tool," he said.

Dolce and other travel-related companies were recognized for their advertising, public relations and marketing efforts during the 20th annual Adrian Awards Gala last night at the New York Marriott Marquis in Times Square. From 1,100

entries, HSMAI selected 37 advertising Gold awards, 53 public relations Gold awards and 33 Web marketing Gold awards. Gold winners become finalists for Platinum and Best of Show awards.

Founded in 1927, HSMAI is an individual membership organization with more than 7,000 members worldwide and 40 chapters in its Americas Region.

Dolce Hotels and Resorts, headquartered in Montvale, N.J., and Paris, is majority-owned by Broadreach Capital Partners and employs approximately 4,000 worldwide.

Its portfolio also includes The Thayer Hotel, West Point, N.Y.; the Dolce Munich Unterschleissheim in Germany; Lakeway Resort & Spa, Austin, Texas; Dolce Sitges, Barcelona, Spain; Seaview, a Dolce Resort, near Atlantic City, N.J.; Dolce Basking Ridge in New Jersey; Dolce Hayes Mansion, San Jose, Calif.; Dolce Chantilly in France; and Aspen Meadows Resort of The Aspen Institute in Colorado.

Dolce Hotels and Resorts has earned a reputation for creating inspiring working and learning environments through its superior cuisine and amenities, productive facilities and design and dedicated, personalized customer service. Additional information is available at [www.dolce.com](http://www.dolce.com).

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**Alain Montigny Displays The Dolce Box:**

**<http://i470.photobucket.com/albums/rr67/richroberts1/Adrian%20Awards/AlainMontignyWithBoxVERT.jpg>**

**The Dolce Box, Up Close:**

**<http://i470.photobucket.com/albums/rr67/richroberts1/Adrian%20Awards/BoxShootingSweetsandBrochure.jpg>**

**Play, Pick and Pack Web Banner Ad:**

**<http://i470.photobucket.com/albums/rr67/richroberts1/Adrian%20Awards/Lakeway-Bannerv1.jpg>**

**Play, Pick and Pack Screen Grab from Dolce’s Facebook Page:**

**<http://i470.photobucket.com/albums/rr67/richroberts1/Adrian%20Awards/Play-Pick-Pack.jpg>**