

MONTE CARLO BEACH

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER

Press Kit



MONTE CARLO BEACH

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The Birth of a Timeless Place



Set back from the hustle and bustle of Place du Casino, Monte-Carlo Beach is more than just a hotel: its private beach, Olympic-sized swimming pool, and spa make it a destination unto itself; a resort centred on sun and sea bathing, relaxation, and water sports. The façade of the Monte-Carlo Beach Hotel, with its terracotta curves and refined Riviera style, offers a distinct contrast from the Beaux-Arts design of the buildings in the Place du Casino. Additionally, the hotel's luxurious beach cabins, sandy beach, and a floating deck for sunning in the middle of the crystal clear waters, complete the resort oasis. With this modern yet iconic escape, Société des Bains de Mer offers guests a state-of-the-art destination in Monaco.

As Monte-Carlo Beach opens its doors at the beginning of each summer season, the spirit of the 1920's Riviera. The cultural revolution of the decade led to the creation modern beach culture, with guests seek out the sun rather than shying away as in decades past. Société des Bains de Mer was on the forefront of this movement and quickly began the development of a beach, swimming pool, and hotel "with its feet in the water". American culture was also in vogue at the time, and Elsa Maxwell was tapped to launch the new resort. As a famous gossip columnist, author and organiser of high society parties, Elsa Maxwell was a renowned PR person before their time.

In 1928, Maxwell hosted a spectacular opening party for the hotel, a star-studded affair documented in society pages around the world. Monte-Carlo Beach thus became the new venue for the artistic, musical, and cultural elite. In 1929, the work was completed by Roger Séassal. The hotel was designed in the style of Californian villas in a very pure Art Deco style.

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The curved shape of the Monte-Carlo Beach follows the coastline and places it in the shade of the pine forest. The serene design of the façade makes it a place of intimate charm with discreet and elegant luxury.

For its 80th anniversary, Monte-Carlo Beach was refurbished and its contemporary make-over designed by India Mahdavi, who reinterpreted the hotel as an "ode to the Mediterranean". The hotel's seaside promenade is nested within the greenery of a lush plant environment, imagined and designed by the landscape architect Jean Mus.

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Paolo Sari at the Monte-Carlo Beach - First 100% Organic Michelin Starred Chef



Born in Venice in a house in the Castello district, the “sestieri” (district) located behind the Danieli, 40 year old Paolo Sari spent all his childhood in the aromas of the “cucina della mamma”: pasta drying in the laundry room, bolognese being stirred constantly, and risotto with vegetables from the Rialto market - a gourmet upbringing which stays with you forever.

At the age of 9, he was able to dress tarts with seasonal fruits, and Paolo, in short trousers, enjoyed two meals a days. And thus his passion for culinary craftsmanship was born in the city of the Doges. As a teenager, the school of cooking provided him with many secrets of Italian specialities all around the world: Marchesi’s Milanese gold risotto, which earned Italy its first three Michelin stars, stuffed ravioli, spaghetti al dente, cappelletti in bouillon, tagliatelle in ragu, escalope of breaded veal, all these recipes forming the basis of his know-how.

Paolo Sari went on to become a chef with sensitive taste buds, good with his hands, consistent and yet passionate: the best background for a future great transalpine chef. The Venetian with the physique of an eternal teenager, a keen eye and alert mind, spent the next years working at respected restaurants, not all Italian, around the world; a true globe-trotter of the cucina italiana, his roots.

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In London, the imposing Four Seasons, the Dorchester with Swiss maestro Anton Mosimann, Pierre Koffmann's La Tante Claire, three stars, then a sort of world tour - Korea, China, Japan and kaiseki cuisine - enriched by a three-month stay in a monastery to study vegetables: he spent ten years travelling from stove to stove, cooking or grilling with olive oil, one of his obsessions - four different oils from the Mediterranean area.

Back in his homeland, full of wisdom and reason, he put his experience to use at Cipriani in Asolo, near Venice, a reference address in the mountains, then he was hired by the Danieli, Harry's Bar, and then by the most famous Italian restaurant in the world, the Gritti at the Club del Doge where the risotto is to die for, with his last job being on the island of San Clemente, the grand hotel built on the waters, facing the Lido. Few Italian chefs have been able to expand their repertoire to such an extent: cooking is a skill, an art that develops in front of stoves.

It was on the island of San Clemente that managers of the Monte-Carlo Beach discovered the tasty, simple but very accomplished dishes prepared by Paolo Sari. He was approached and employed at the Monte-Carlo Beach in 2012. Eighteen months later, the chef of Elsa (in memory of Elsa Maxwell, the famous American gossip columnist), the restaurant of the Relais & Châteaux de la Société des Bains de Mer, obtained its first star - there are only three Italian chefs with stars in France.

Once in charge of restaurant Elsa, bathed in the natural light of the Riviera, Paolo Sari imposed an absolute rule: everything that entered the kitchen had to be 100% organic, even the pepper and the white and rosé champagne. For this Venetian with such a vast culture, the motto "mens sana in corpore sano" - a healthy mind in a healthy body - guides his daily culinary routine, starting with the careful selection of food products, vegetables, fruits, herbs provided by local growers and farmers from neighbouring villages like Saint-Jeannet whom Sari visits, meets up with, adapts to and thus knows the small harvests delivered by the local cooperatives.

He is thus able to offer a plate called "Bio Sama" of carrots, courgettes, green onions, herbs from the garden tossed in olive oil, scented with Camargue salt, just like the raw and cooked artichokes, his 2017 ratatouille, mini fennel, delicious velvety peas with squash flowers, beans and new mountain potatoes, a rarity on the Côte d'Azur.

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For fish and shellfish dishes, he chooses local fisheries consisting of twenty-four fishermen from the bay and beyond, towards the Gulf of Genoa, who inform him about the “catch” of the night. Due to the short route from sea to table and his direct contact with the fishermen, Paolo decides on his dish based on the “raw material” such as a filet of Saint-Pierre, a large Mediterranean fish, which he prepares in a “meunière” manner accompanied by a vegetable bouquet, or the Mediterranean sea bass in green citrus with sautéed vegetables, tomato coulis and multi-coloured and textured toppings. The rice flour polenta, the farm rabbit, the ribs of lamb with home-made bacon complete the menu at Elsa, with the table having a view on the Principality.

“I wanted to change our approach to purchasing food”, explains Paolo, standing in front of the great blue sea while munching on capers from Pantelleria. “I wanted to know where the deliveries came from, the meat from the abattoir, where the squid were caught, the provenance of the sage, grey shallots and green garlic. True cuisine is transparent and constant. ”

In the twenty dishes on his menu, this demanding chef has brought together gourmet food and healthy cuisine: the ultimate achievement.

Providing the happy guests of the Monte-Carlo Beach with nourishment requires a strong work ethic from the chef.

There is no doubt that Paolo Sari, always hard at work at the Monte-Carlo Beach, has not finished winning customers over with his reasonable creativity: tradition and modernity brought together by extraordinary talent.

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100% Organic Cuisine

Elsa

Gourmet restaurant 1 star in the Michelin Guide, certified 100% organic by Ecocert, level 3.



In tribute to the gossip columnist Elsa Maxwell, restaurant Elsa puts the spotlight on local produce from the Riviera through a seasonal approach. With one star, this restaurant sees itself as the reflection of a refined cuisine, vouching for the quality of the produce selected. Chef Paolo Sari, who was awarded one star, has selected the best local producers, who are also Ecocert certified, to create a menu that is both delicious, healthy and light and which is 100% organic and changes with the seasons.

Elsa is the first gourmet restaurant in the PACA region to have been certified organic by Ecocert, the European leader in organic certification.

Practical information:

Tasting menu: 120€ (not including drinks)

Open every day from 17 March 2017 to 15 October 2017

T. +377 98 06 50 05

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Le Deck

A prestigious poolside brasserie by the large and legendary Olympic-sized pool at the Monte-Carlo Beach, Le Deck is a great place for a casual, healthy lunch. Inspired by nature, the Chef offers a tasty and gourmet seasonal menu that invites guests to come and discover an exceptional brunch.

Every Sunday, Paolo Sari offers guests an amazing “Flavour Market”, a gourmet stroll from one stall to the next, in a true Provençal manner. A good opportunity to get together to taste and share regional products.



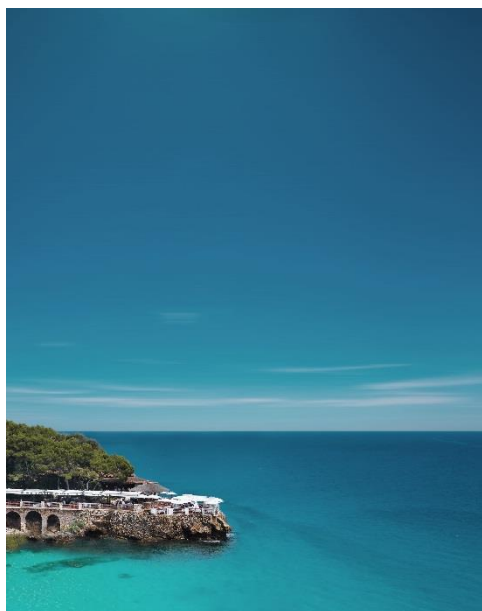
Practical information:

Open every day from 14 April 2017 to 15 October 2017

T. +377 98 06 51 00

MONTE CARLO BEACH

The Lounge Dom Pérignon P2 at La Vigie



**And the Monte-Carlo Beach created
"The Lounge Dom Pérignon P2 at La Vigie"
For 70 fabulous sunsets.**

Tucked in a pine wood with only an endless sea on the horizon, this new lounge designed by Dom Pérignon offers food and champagne pairings by Executive Chef Paolo Sari. At the heart of this unspoilt space, "The Lounge Dom Pérignon P2 at La Vigie" perpetuates the natural elegance of the Riviera. Unique and ephemeral, it is the ideal place to discover or rediscover flasks of excellence.

Richard Geoffroy, mythical cellar master of Dom Pérignon champagne has selected the most magnificent of the vintages to offer guests P2 1998. Matured for more than 16 years in the cellar, this exceptional vintage is coming out of its second plenitude in the heart of "La Vigie" lounge, at the Monte-Carlo Beach. Known for his 100% organic cuisine, Michelin-starred Chef Paolo Sari will be preparing subtle gourmet nibbles that perfectly compliment the distinctive mineral, saline and spicy character of the P2 vintage.

The enchantment continues at the restaurant La Vigie just a few metres away, with all the fish of the Mediterranean.

The Lounge Dom Pérignon P2 at La Vigie
Opens June 23rd, 2017 and closes on September 3rd, 2017
T. +377 98 06 52 52



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La Pizzeria



Ideally located by the sea, this partitioned off summer restaurant offers a menu of delicious organic pizzas, cooked in a wood fire, a self-service, refreshing and colourful “Salad Bar” and a “Barbecue” for lovers of tasty meats and grilled vegetables. The brigade of young and dynamic waiters provides a holiday atmosphere just right for relaxing in.

Practical information:

Open every day from 16 June 2017 to 10 September 2017

T. +377 98 06 54 54

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Prestigious accommodation and services

Unique and timeless, the Monte-Carlo Beach Relais & Châteaux perpetuates the elegance of the Riviera and the art of welcoming guests by the Société des Bains de Mer.

Entirely redesigned by the architect designer India Mahdavi, the Monte-Carlo Beach is an ode to the Mediterranean.



The furniture was largely designed by India Mahdavi “For Monte-Carlo Beach, I imagined a romance, a sentimental story unaffected by the passing of time, nourished by the imagery of the Riviera and the spirit of the great era of the 1930s in order to revive this mythical place with modernity and elegance.

The 40 rooms and suites are in harmony although all different. The sea and the light invite you in, creating a feeling of space and lightness.



The rooms and suites of the Monte-Carlo Beach are not only elegant but also surprisingly innovative. State-of-the-art technology is combined with a touch of all things romantic. How can anyone remain insensitive to the wall frescos exuding so much grace?



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Painted by Aurore de la Morinerie, these reminiscences of Matisse, respond with lightness to the style of the rooms which are all stripes, diamonds and colours.



Monte-Carlo Société des Bains de Mer's management wanted one of the most renowned architect designers to recreate Monte-Carlo Beach's timeless elegance. Architect by training, scenographer, and designer, India Mahdavi never ceases to expose the beauty of places, to extract their uniqueness.

Practical information:

- 40 rooms including 5 junior suites, 7 suites and 2 double suites
- 1 lobby bar open from 15h to 19h
- 1 spa: a wellness centre offering massages, treatments and moments of relaxation by La Prairie and Phytomer
- 4 restaurant options: Le Deck, La Vigie, les Cabanas and the Michelin-starred gourmet restaurant Elsa, La Pizzeria
- 1 conference room: the Eileen Gray lounge
- Water sports - Heated sea water swimming pool

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Monte-Carlo Beach Club

With the fine weather, the desire for leisure and al fresco lunches grows stronger and stronger. That alone is a good reason for making the most of the heavenly Beach Club and its Olympic-sized sea water pool heated to 26°C. In this dreamlike setting, the private beach with its chic stripy cabanas awaits you with open arms. No need to look anywhere else: the Beach Club has everything for maximum relaxation.

Let yourself be tempted and make the most of the beneficial effects of the heated sea water while also ensuring real relaxation for youngsters and adults. Water sport fans can choose from swimming, jet skiing, wake boarding, parasailing or flyfish tubing at the Monte-Carlo Beach Club. This year again, we are offering you the exclusive option to flyboard.

An aquatic discovery: the stand up paddle in the pool



Here, children are treated like royalty and 3 to 8 year olds can participate in Club Marmorata activities in July and August. Under the supervision of professionals, they take part in daily themed activities and have the option to enjoy their lunch here with their very own tasting menu. Adults, on the other hand, have access to ping pong tables and volleyball courts.

An environmental book and video library was specially created for them.

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Monte-Carlo Beach Spa

A journey into the heart of well-being: the Monte-Carlo Beach Spa.

In this absolute place of relaxation, set in a privileged space, near the Olympic-sized swimming pool, the objective is simple and in a few words: Just cares for you!



It is equipped with a Turkish bath and three interior cabins, two of which are intended for massages and aesthetic care for body and face with the renowned La Prairie skincare brand.

The natural products of the Phytomer company complete the wide range of well-being products on offer.

The know-how of the Thermes Marins Monte-Carlo is used here for concentrated tailor-made massages, with 100% organic Argan oil, used in traditional treatments based on Moroccan techniques such as the hammam treatment with scents of Tiout, and other exceptional treatments for your face: the pure gold radiance treatment for glowing skin, the firming caviar treatment, the highly advanced cellular care therapy or the marine treatment. The offer is complemented by treatments for the body from which you will come out fully recharged.

In order to enhance this wellness approach, the highly qualified spa personnel also take care of the beauty of your hands, your feet and offer waxing and make-up services.

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A 100% organic approach and commitment

“Be Green”



The Monte-Carlo Beach’s CSR (Corporate Social Responsibility) programme is part of a group-wide initiative launched by the Monte-Carlo Société des Bains de Mer Group in June 2007. In 2013, the Group also began its third environmental charter for the 2017-2020 period and is moving towards a complete, three-fold CSR approach encompassing environmental, social and societal aspects.

The Monte-Carlo Beach has developed its strong commitment to sustainable development through its own environmental chartersigned in June 2013, which highlights and showcases its key actions:

“Beach goes Bio! ”

The restaurant Elsa at the Monte-Carlo Beach is the first gourmet restaurant in the PACA region to have obtained the “organic” certification in the strictest category: category 3 by the certifying body Ecocert. Chef Paolo Sari offers 100% organic and locally produced cuisine in the Elsa restaurant. The products - rigorously organic - used by Executive Chef Paolo Sari and his staff are chosen for their taste and nutritional qualities and cooked to preserve all their properties. Thus the bread is kneaded and baked twice daily in the kitchens of the Monte-Carlo Beach. It is served alongside extra virgin olive oil, an ingredient recognised by Unesco as an essential element for the health of the human body, and a cream of olives. Aubergines, salads, courgettes, aromatic herbs, assortments of red fruits make up the summer menu. The tomatoes grown on the grounds and the vegetable gardens of Saint-Jeannet, in the hills above Nice, also deserve a special mention.

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The nearest garden to supply the table of Elsa with summer vegetables and aromatic plants is 700 meters away as the crow flies, above the coast, in Roquebrune-Cap-Martin. The white meat, poultry and lamb is also selected according to very specific criteria. The pizza, in particular the “Organic Pizza O Sole mio”, was selected as the best pizza in the international “Pizza World Championship 2016” competition in the category "Best Pizzeria Abroad". The Gagnano pasta, made with durum wheat flour, is stretched until it is bronze and dried for three days.



“Organic is a real way of life for us, representing the excellence of flavour and health.” “It is a well-being that satisfies our palates, bodies and minds.” Chef Paolo Sari.

Ice creams are also prepared from carefully selected ingredients, from the milk to the fruit.



The Monte-Carlo Beach is passionately and sincerely committed to showcasing organic products to protect our planet while enhancing the flavour of food and taking care of our health.

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Collection and recycling

To complete this responsible approach, Chef Paolo Sari uses the peelings and other waste from his kitchen as compost for the vegetable garden of the Elsa restaurant.

Organic waste is dried and recycled by a specialist company.

All towels and table sets are provided by the company My Drap and are recycled in partnership with the association Pacôme Recyclage, which collects them.

Transport policy

In terms of clean transport, the Monte-Carlo Beach has electric vehicles as well as a private electric bicycle station.



Three electric recharging stations have been installed in the car park at the Monte-Carlo Beach, one of which is reserved for Tesla cars only. Charging is free.

Stakeholder involvement

The hotel raises awareness and informs its teams (forums, enews and internal blog), clients (press releases, environmental charter and flyers in hotel rooms) and partners, who receive an ethical charter to respect.

A partnership has been set up with the association Route du Goût.

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Awards and Distinctions

The Monte-Carlo Beach rejoined the closed circle of Relais & Châteaux in 2009. The Monte-Carlo Société des Bains de Mer Group saw in this distinction the recognition of the fundamental values and priorities to which each of its establishments adheres.

The hotel was then awarded a fifth star in 2010, thus achieving one of the most envied statuses, a genuine guarantee of excellence and a sign of a level of services in line with the highest international standards.

A series of awards that reward the overall commitment of the Monte-Carlo Société des Bains de Mer Group in terms of its hosting abilities and its efforts to have the Monte-Carlo Beach remain on top.

- Gourmet restaurant Elsa - 1 star in the Michelin Guide, 2014
- Certification Bio by Ecocert for the restaurant Elsa (3rd category) which has been renewed every year since 2013
- "Silver Standard Certification" award by "Welcome Chinese", 2013
- Certificate of Excellence TripAdvisor 2013
- Prix Villégiature 2012 "Best Interior Hotel Architecture in Europe"
- Prix Villégiature 2010 "Grand Prize of the Best Charming Hotel in Europe"
- Silver Adrian Award 2010 from Hotel Sales & Marketing Association International
- Green Globe Certification 2014, 2015 & 2016
A Green Team of 20 employees is made up of teams from the hotel, restaurants and the beach. It contributes to the renewal of the Green Globe certification.
- Environmental prize in the Orlane Relais Châteaux 2015



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About Monte-Carlo Société des Bains de Mer

150 years after its creation, the Société des Bains de Mer, the Monte-Carlo Société des Bains de Mer Group is one of the main operators in the European gambling sector, as well as a leader in luxury hospitality and tourism. Having created the legend of Monte-Carlo, synonymous with glamour, sophisticated chic and creation, the Group has also become a reference in luxury and for its know-how in hosting and delighting its guests, either rich and famous, trendsetters, leisure or business tourists.

Monte-Carlo Société des Bains de Mer employs more than 4000 people and operates the Casino de Monte-Carlo, the Casino Café de Paris, the Sun Casino and the Bay Casino, in addition to prestigious hotels such as Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach Hôtel, Monte-Carlo Bay Hotel & Resort and The Méridien Beach Plaza. The Group holds a 50% share in the capital of BEG, a major player in online gambling in Europe and one of the leaders of sports betting in France, particularly with its website Betclic. It also operates more than 30 restaurants and bars, four of which with Michelin stars, Le Louis XV- Alain Ducasse à l'Hôtel de Paris , ELSA, Blue Bay and Le Vistamar.

Monte-Carlo Société des Bains de Mer owns the world renowned Thermes Marins Monte-Carlo, dedicated to well-being and preventative healthcare. Alongside Sporting Monte-Carlo, Salle des Etoiles, the exclusive Jimmy's Monte-Carlo and La Rascasse.

In the last decade, Monte-Carlo Société des Bains de Mer has grown its real estate business, expanding its historical portfolio of commercial areas and luxury brands (haute couture, leather goods, jewellers, design). It also offers a residential renting programme, which is paired with luxury hotel service (Résidence du Bay, Résidence du Balmoral and, since 2014, Les Villas du Sporting).

The Group is traditionally associated with all prestigious events in the Principality of Monaco, notably through its partnership with AS Monaco Football Club, contribution to the Automobile Club de Monaco or its involvement in the Monte-Carlo Rolex Masters tennis competition. It also spearheads global charity events, notably the Rose Ball and the Monaco Red Cross Gala.

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