



**PRESS RELEASE**

Monaco, 08 November 2019



*Stefano Brancato (General Manager of Café de Paris Monte-Carlo), Franck Lafon (Chef of Café de Paris Monte-Carlo), Olivier Wenden (Vice-President of the Fondation Prince Albert II de Monaco)*

## **Café de Paris Monte-Carlo joins the Mr. Goodfish programme and commits to the sustainable consumption of seafood products**

Following on from Hôtel Hermitage Monte-Carlo in 2015, Monte-Carlo Bay Hotel & Resort and Thermes Marins Monte-Carlo in 2016, it was the turn of Café de Paris Monte-Carlo to commit, alongside the Fondation Prince Albert II de Monaco, to promoting the sustainable consumption of seafood products. On Thursday 7th November 2019, Stefano Brancato, Managing Director of Café de Paris Monte-Carlo, and Olivier Wenden, Vice-President of the Fondation Prince Albert II de Monaco, met in the famous brasserie on Place du Casino, to make the commitment of Café de Paris Monte-Carlo official through signing the Mr. Goodfish partnership agreement.

Launched in 2010 under the aegis of the Nausicaa association, the Mr. Goodfish programme was born of a simple observation: today, too many fish species are over-fished and threatened with extinction, while many others are barely known, abundant and, above all, delicious. The Fondation Prince Albert II de Monaco has co-ordinated the Mr. Goodfish programme in the entire south-east region of France and Monaco since 2013, further to its commitment to preserving marine species. Today, it brings Café de Paris Monte-Carlo on-board to this noble cause.

It is a commitment for the Café de Paris Monte-Carlo restaurant, where Chef Franck Lafon and his teams propose new suggestions and dishes of the day using species from the Mr.Goodfish seasonal list.

"Joining the Mr.Goodfish programme symbolises our awareness in terms of preserving marine species. Today, we owe our international clientèle tasty and responsible cuisine." Stefano Brancato, General Manager of Café de Paris Monte-Carlo

"Every gesture counts. In joining the Mr.Goodfish programme, you are making a contribution, along with fishermen, fish traders, wholesalers, manufacturers, caterers and fishmongers who have already committed "for there to still be fish in the future". By promoting Mr.Goodfish to your customers, thousands and thousands of gestures will count. Together we can safeguard the entire fishing industry." Mr.Goodfish

This commitment is part of the environmental and sustainable approach that Monte-Carlo Société des Bains de Mer has been applying since 2007, notably with the implementation of its own environment charter and, more recently, signing the national energy transition pact in January 2019.

#### **About Monte-Carlo Société des Bains de Mer**

*Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, dedicated to well-being and preventive health, 30 restaurants including five that together have seven Michelin Guide stars. A hub of night-life, the Group offers an incredible selection of events, including the Monte-Carlo Sporting Summer Festival and the Monte-Carlo Jazz Festival. At the beginning of 2019, Monte-Carlo Société des Bains de Mer is completing four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo, with luxury accommodation, shops, restaurants and a conference centre. The vision of Groupe Monte-Carlo Société des Bains de Mer is to make Monte-Carlo the most exclusive experience in Europe.*

[Download high-resolution pictures of the event here](#) - copyright Ludovic Arneodo FPA2

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