

PRESS RELEASE

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Monte-Carlo Société des Bains de Mer launches *La Vita Monte-Carlo* An extensive programme to discover between 10 September and 10 November 2021

Late summer and autumn 2021 will be a golden opportunity for Monte-Carlo Société des Bains de Mer to continue keeping its promise to make its vision a reality: here, life is an art. Therefore, the Resort and all its establishments are gearing up to bring the Monte-Carlo joy of living to their guests with *La Vita Monte-Carlo*. The luxurious Monte-Carlo lifestyle would not be possible without experiences such as drinking or lunching on a terrace, strolling along the seafront, listening to a concert, shopping, enjoying incredible encounters or basking in the thrill of the game. From mid-September to mid-November, *La Vita Monte-Carlo* will host unique events around the Resort. More than a concept, it encompasses all these activities in an extraordinary entertainment programme. It all kicks off on 10 September with the *La Vita Monte-Carlo* Gala Dinner in the Salle Empire at the Hôtel de Paris Monte-Carlo. The next day will see the *Monte-Carlo Vendanges* with three unmissable wine-themed encounters hosted by the Hôtel Hermitage Monte-Carlo. *La Vita Monte-Carlo* will light up autumn in the Monte-Carlo Société des Bains de Mer Group establishments until 10 November with joyful events.

La Vita Monte-Carlo: exclusive 'Candlelight' evening at the Hôtel de Paris Monte-Carlo on 10 September.

The Salle Empire will be the opening scene for *La Vita Monte-Carlo*, hosting a candlelit gala dinner with a unique floral backdrop on 10 September at the Hôtel de Paris Monte-Carlo. During this special dinner, coordinated by Chef Franck Cerutti and his teams, *La Vita Monte-Carlo* will shine the spotlight on Monte-Carlo *savoir-vivre* and three talented young female artists: the young Monegascan prodigy, pianist **Stella Almondo**, who, at just 15, will entertain her elders with the classic notes of Chopin which will unfold into Jazz. She'll then hand over the reins to the young DJ, **Irène Drésel**, a rising star on the new French electronic scene who will lift the mood with a hypnotic set before returning to close the evening with one last performance. Finally, the singer **Elodie Frégé's** beautiful and captivating voice will ring out around the Salle Empire during this spectacular evening.

La Vita Monte-Carlo: vendanges at the Hôtel Hermitage Monte-Carlo from 11 September

After the music come the *Vendanges Monte-Carlo*: from 11 September, real vines bearing quality grapes will run freely in front of and even inside the Hôtel Hermitage Monte-Carlo, passing through the lobby and corridors en route to the Yannick Alléno restaurant. With special significance at Monte-Carlo Société des Bains de Mer, this theme has inspired a number of prestigious events:

- . ***Thursday 16 September – ‘Champagne: a new destiny’ tasting convention:*** head to the Salle Belle Epoque at the Hôtel Hermitage Monte-Carlo to sample the finest champagnes, served by Frédéric Rouzaud himself, Chair and owner of Louis Roederer, who will explain the revolution currently transforming Champagne.
- . ***Saturday 18 September – 300% Dinner at the Yannick Alléno restaurant at the Hôtel Hermitage Monte-Carlo:*** 100% Yannick Alléno, there in person to prepare the dinner, 100% Chapoutier whose excellence dates back to 1808, and 100% Parker, i.e. only wines with the top score - the Holy Grail - from the famous American critic.
- . ***Friday 24 September – ‘Creating an original, high-quality wine cellar’ tasting convention:*** tasting session hosted by Angélique de Lencquesaing, founder of the *Ideal Wine* site. The opportunity to discover rare wines and wonders far off the beaten track, and to rediscover the essentials.

La Vita Monte-Carlo: Tropical & Havana Night at the Monte-Carlo Bay Hotel & Resort

The Monte-Carlo Bay Hotel & Resort invites guests on a joyful, relaxing and convivial journey through *La Vita Monte-Carlo* with two unique events:

- . ***Friday 17 September – Tropical Night at the lagoonside:*** the programme includes a sensory awakening with live DJing by Mr Jaz with support from the artist Micael Sene, magical close-ups with Simeon Wolfgang, aquatic ballet and fireworks. The Chef Marcel Ravin will take charge in the kitchen, creating daring flavours to tantalise the taste buds and whisk guests more than 8000 km away from Monaco... to the Amazon rainforest.
- . ***Saturday 9 October - Blue Gin Havana Night*** with Latin tunes and Cuban flavours. The chance to sip a creative rum-based cocktail, discover the secrets of cigar smoking or take your first salsa steps.

La Vita Monte-Carlo: enjoy a unique gaming experience in the Monaco Casinos

To celebrate *La Vita Monte-Carlo*, the Casino de Monte-Carlo and the Casino Café de Paris have 100,000 euros up for grabs in My Points. To be in with a chance of winning, simply sit comfortably at the slot machines in your favourite casino and let luck come your way. There are up to 100,000 euros in My Points to spend across the Resort as you bask in the pleasures of *La Vita Monte-Carlo*.

La Vita Monte-Carlo: amazing entertainment in all Resort establishments

The Monte-Carlo Société des Bains de Mer Group has dreamt up entertainment for all of its establishments to delight all guests until 10 November 2021. A complete programme with surprises aplenty: from 16 September, enjoy a unique golf experience in Place du Casino, as well as amazing entertainment for special moments throughout *La Vita Monte-Carlo* as you discover the Monte-Carlo Société des Bains de Mer treasures. Monte-Carlo Beach will host a preview of *La Vita Monte-Carlo* with a picnic on 8 September at Domaine d'Agerbol, Roquebrune-Cap-Martin – the garden that supplies the starred ELSA restaurant with organic products.

[Discover the detailed program of La Vita Monte-Carlo here](#)

A stress-free La Vita Monte-Carlo with Monte-Carlo Cares

Monte-Carlo Société des Bains de Mer has rolled out the Monte-Carlo Cares programme for the safety of its clients and employees. Certified by Bureau Veritas, this health plan ensures that Europe's most exclusive destination is also the safest.

Practical information

- . Reservation for the Candlelights concert & dinner at Hôtel de Paris Monte-Carlo: Tel. +377 98 06 89 89
- . Reservations Vendanges Monte-Carlo : Tel. +377 98 06 98 98 / E. restaurantalleno@sbm.mc
- . Reservations Monte-Carlo Beach : Departure organised from Monte-Carlo Beach at 11 :30am and return from Domaine d'Agerbol planned at 3 :30pm (20 minutes trip) - Reservation : +377 98 06 50 05
- . Reservations Monte-Carlo Bay Hotel & Resort: Tel. +377 98 06 03 60 / E. reservation-mcbay@montecarlobay.mc

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 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, 30 restaurants including five that together have seven Michelin Guide stars. A hub of nightlife, the Group offers an incredible selection of events. The metamorphose of Hôtel de Paris Monte-Carlo, the creation of a new district around Place du Casino, One Monte-Carlo (luxury accommodation, shops, restaurants and a conference centre), the new Place du Casino contribute to make Monte-Carlo the most exclusive experience in Europe.

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