

PRESS RELEASE

Monaco, 06 July 2023



H.S.H Prince Albert II with H.S.H Princess Stéphanie, H.R.H Princess Alexandra of Hanover and Ben-Sylvester Strautmann, Mr and Mrs Andrea Casiraghi, Mr Louis Ducruet Mrs Danièle Garcelon, Mr Stéphane Valeri

Opening of Maona Monte-Carlo ***The Legend Lives On***

H.S.H. Prince Albert II officially inaugurated the much-anticipated Maona Monte-Carlo on Tuesday 4 July, in the presence of Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer, and Danièle Garcelon, General Manager of Monte-Carlo Beach. The Maona Monte-Carlo season kicks off. This new party venue created by Monte-Carlo Société des Bains de Mer revives the light-hearted, carefree evenings of the 1960s and 70s that built the reputation of the Côte d'Azur. Boasting an idyllic waterside setting with an open-air cabaret atmosphere, Mediterranean cuisine and Monegasque specialities, a cocktail bar with vintage creations concocted by Giancarlo Mancino, the soundtrack by "Belle Epoque", the label by the electro musical collective Bon Entendeur, Maona Monte-Carlo is the new not-to-miss venue for summer nights in Monaco. With Maona Monte-Carlo and Club la Vigie which opened in June, this summer Monte-Carlo Société des Bains de Mer is reinventing the art of celebration already embodied by the iconic Jimmy'z Monte-Carlo, COYA Monte-Carlo, Buddha Bar Monte-Carlo and the eternal Casino de Monte-Carlo.

Maona Monte-Carlo celebrates the golden hours of partying in the Principality

Nestled in the bay of Monte-Carlo Beach, virtually in the same place as the club of the same name created in 1962, Maona Monte-Carlo has just been reborn under the starry Riviera sky, in version 2023. This new festive address created by Monte-Carlo Société des Bains de Mer celebrates the gentle lifestyle, partying and the Monegasque culinary heritage. With Maona Monte-Carlo, two mythical decades, the 60s and 70s, come back to life. These decades were embodied by celebrities who shaped the image of the Principality. While two of them gave their names to the first Maona - "Ma" like Maria Callas and "Ona" like Aristotle Onassis – many others have followed or crossed paths here: Jerry Lewis, Joséphine Baker, Omar Sharif, Liza Minnelli, Michael Caine, Yves Montand, Sheila, Charles Aznavour, Johnny Hallyday, Arthur Ashe. In July 2023, the legend is ready to be reborn.

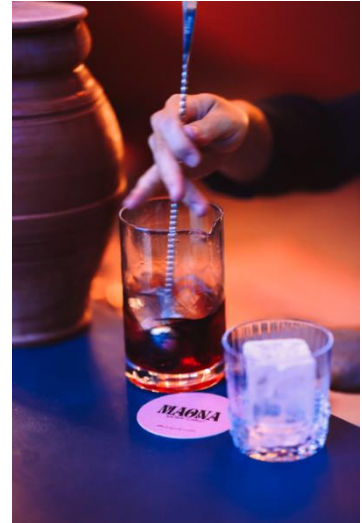
To enhance the most festive journey through Monaco of the past and present, between France and Italy, the musical identity is by "Belle Epoque", the label of the electro collective Bon Entendeur, known for remixing songs from the French-speaking world.

From the start through to the end of the night, Maona Monte-Carlo rolls out a deliciously retro, original soundtrack. Every night from 7pm to 8pm, the Belle Epoque soundtrack created by the French electro musical collective, Bon Entendeur, kicks off the evening to the sounds of the French and Italian sixties. From 8pm to 2am, a live piano session, a diva with a captivating soul voice and an electro-disco DJ set take over so you can sway in style, if you feel like it.

Between local cuisine and high-calibre mixology

Maona Monte-Carlo is a true gastronomic experience that reveals the flavours of an eclectic menu, rooted in the identity of Monaco. By drawing on family recipes typical of the region, the menu of Maona Monte-Carlo enhances the classics of local cuisine, offering sunny and generous dishes. Barbajuans, stocafi, socca and fougasse can be shared in the lounge bar or as appetizers. The local cuisine is a nod to the Italian Riviera, with a succulent lobster risotto, minute pasta for which only chef Vincenzo Giordano knows the secret and many other attractive and delicious dishes. Fish, fruits and vegetables are sourced in the immediate vicinity of Monaco and in the hinterland.

For an aperitif or after, stop at Bar Sauvage to discover the creations of Giancarlo Mancino, one of the most famous bartenders in the world: "tap" or classic cocktails, based on vintage Negroni and spirits made in Monaco. A true and rare delight to enjoy under the pergola on warm summer nights is an exceptional Negroni Monte-Carlo 1956, the year of the wedding of H.S.H Prince Rainier and Grace Kelly, combining a London dry gin from the 1950s, a 1956 Amer and an Italian vermouth from the same year.



To enjoy a private Maona Monte-Carlo experience, reserve the Tam-Tam room, upstairs, an ultra-intimate terrace overlooking the sea.

A design inspired by the Côte d'Azur in the 1960s and 70s



The décor of Maona Monte-Carlo is by Laurent Maugoust, who has designed the venue as a summer lounge in a seaside Mediterranean villa, in colours and designs inspired by the 60s and 70s. The interior designer entrusted the creation of an original fresco to Aurore de La Morinerie, an artist who has also designed the menus and presentation dishes.

The venue pays homage to the historical Maona by showcasing its photographic heritage, thus creating an authentic and unique atmosphere.

"We are very proud to launch Moanoa Monte-Carlo, a new brand created by Monte-Carlo Société des Bains de Mer, which embodies the gastronomical know-how of our Group, its historical and cultural heritage and its festive DNA. I would like to thank all the teams involved in bringing to life this new and unmissable address for summer nights in Monaco", said Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer.

Practical information

Opening from 1 July to 1 October 2023 from 7pm to 2am.

From 4 July to 3 September: weekly closure on Tuesdays.

From 3 September to 1 October: Weekly closure on Tuesdays and Wednesdays.

Information and bookings: +377 98 06 56 00

<https://www.montecarlosbm.com/en/restaurant/maona-monte-carlo>

Photos and map to download

About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, "haute couture" experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a top flight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The number 1 private employer in the Principality of Monaco, in 2023 the Group launched its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

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