

PRESS RELEASE

Monaco, November 2nd 2023



Café de Paris Monte-Carlo: The "Tout-Monaco" Brasserie is reopening

A veritable institution on the Monegasque scene is reopening on Tuesday 14 November. The new Café de Paris Monte-Carlo is finally being revealed on Place du Casino after undergoing a 19-month metamorphosis. The founding site of the legend of Monte-Carlo, named "Le Café Divan" upon its creation in 1868, Café de Paris Monte-Carlo embodies a "brasserie" spirit which has always managed to reinvent itself, immune to the effects of fashion, and to which every generation has an attachment. The Principality's iconic brasserie now has two levels, and its new upstairs terrace offers an exceptional view of the mythical Place, the Casino de Monte-Carlo and Hôtel de Paris Monte-Carlo. By spring 2024, the boutiques that line the building will have opened their doors, along with the Amazonico Monte-Carlo restaurant which will take up residence on the rooftop. Monte-Carlo Société des Bains de Mer continues to reinvent its legend with the reopening of its historic establishment.

The new Café de Paris at the heart of the evolution Place du Casino

The new Café de Paris Monte-Carlo adds the final touch to the metamorphosis of the historical heart of Monte-Carlo Société des Bains de Mer, which started in 2014, with the renovation of Hôtel de Paris Monte-Carlo, the creation of the One Monte-Carlo district, the new facilities of Casino de Monte-Carlo, the restructuring of Jardins des Boulingrins and Place du Casino.

The restructured building now has three levels, two for the Café de Paris brasserie and one for Amazonico Monte-Carlo, the future address in Monaco of the international concept of festive dining, scheduled to open next spring. Chopard, Arije, Tag Heuer and Tiffany & Co boutiques will be fully unveiled along Allée François Blanc, Avenue des Spélugues and the Casino gardens at the same time. As for Casino Café de Paris, which has stayed open throughout this transformation, it will offer its customers a new exclusive entrance at the start of 2024.

This vast real estate development project has been entrusted to Monegasque architect Alexandre Giraldi, and to the Chief Architect for Historic Monuments, Alain-Charles Perrot, under the direction of Luc Leroy, Director of Construction and Building Heritage.

The "Tout-Monaco" Brasserie has been reinvented

The philosophy of the new Café de Paris Monte-Carlo: delicious and simple interpretations of the great classics of French brasserie, sommellerie as a new core asset, and new experiences all day long, in bistro or restaurant mode, at the table or around the counter, in the lounge bar or in the open air, with a new and unique view over Place du Casino from the new upstairs terrace.

On the ground floor, the refined bistro atmosphere welcomes residents and passers-by in a magnified Art nouveau setting. With restored historic stained-glass windows, chequered marble, terrazzo mosaics, leather and wood panelling, shades of

green, pastel pink and burgundy, and a high ceiling, all the classic codes of French brasserie are reunited, with particular attention on the light. In the centre of the room, carefully placed under the monumental chandelier, a large zinc counter has been installed. It's a place for enjoying a cocktail or a glass of wine, with a suggestion from the new snack menu, seafood from the famous "banc de l'écailler", which is making its great comeback. The experience continues on the iconic terrace, in the heart of the action on Place du Casino, to see and be seen.

Upstairs has a more elegant, hushed atmosphere marked by warm tones, parquet flooring and tables covered in tablecloths. This is the perfect setting for a business lunch, a romantic dinner or dinner with friends, a place to take your time before or after watching a performance at the Opera or spending time in the casinos. The space also has a bar featuring warm curves and carries on to the venue's other major new feature: a 200 m² terrace that overlooks the legendary Place du Casino.

The brasserie's identity has been reinvented by the interior design and architecture company, David Collins Studio.

A new brasserie experience

The new version of Café de Paris Monte-Carlo pulls out all the stops with a team working around Eric Gorjux, who became head of this Monegasque institution in January 2022. Victor Marion, who started out a few years ago at Hôtel Hermitage Monte-Carlo, is in charge of the kitchen. *"Café de Paris Monte-Carlo is a Parisian brasserie in the land of the Mediterranean", says the Chef, going on to specify: "While ensuring the continuity of this great culinary history, we will be working closely with local producers and introducing more seasonality and movement to the menu."* The menu features essential dishes from the Café's gastronomic heritage: French onion soup, leeks with sauce gribiche, pâté en croute, eggs mayonnaise with a touch of caviar, millefeuille monté minute, etc. Crêpe Suzette, which was first invented at Café de Paris in 1896 during a visit from the Prince of Wales, flambéed in front of customers, will continue to provide amazement!

Sommellerie makes its début with the arrival of Noël Bajor, who has transferred from Louis XV-Alain Ducasse à l'Hôtel de Paris, who shares his expertise, supported by a team of six sommeliers. This expertise will add a further dimension to the fundamentals of the brasserie experience and will be appreciated by international customers who understand and love French wines.

A new mixology spread over three bars to meet every taste under the aegis of around twenty barmen.

In terms of service, French elegance will be in the spotlight, cultivating the joy and sharing that make the lively spirit of the place.

For Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer: *"Café de Paris Monte-Carlo was the very first dining concept created by our Group in 1868. More than a concept, it's a veritable institution: an essential venue for Monegasques and a must for all visitors to the Principality. I would like to thank all the teams that worked on its reinvention, in keeping with its DNA, so that the legend of Monte-Carlo continues to be written. "*

Practical information

Place du Casino - MC 98000 Monaco

Opens on 14 November 2024 – 7 days a week, 8am to 2am (last order 1:15am)

Reservations (from 9 November): Tel. +377 98 06 76 23 / cafedeparismc@sbm.mc

<https://www.montecarlosbm.com/en/restaurant-monaco/the-cafe-de-paris>

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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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