

MONTE
CARLO
BEACH

MONTE·CARLO
SOCIÉTÉ DES BAINS DE MER

Press Kit 2018

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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 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, Monte-Carlo 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.

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



"I do not think we are aware that we are moving towards what is good for us and therefore for the planet, and which should represent an end in itself."

Cooking has held a fascination for Paolo Sari since he was a child. His apprenticeship began in London, in the culinary firmament of Anton Mosimann, then with brothers Albert and Michel Roux, and also Pierre Kauffman. It was to continue in international hotel chains that were members of the Leading Hotels of the World club, such as Four Seasons, Peninsula, Kempinski and the Dorchester Group. His travels between continents allowed Paolo Sari to explore the culinary 'hot spots' of the world, including: London, Lausanne, New York, Hollywood, Moscow, Tokyo, Osaka, Seoul, Peking, Kuala Lumpur, Milan, Venice and, of course, Monaco. Following his last experience in Asia, as the Food and Beverage Director of a Japanese-Korean group, he came back to Italy at the beginning of 2007 and opened The Chedi Milan, the first European Urban Resort.



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His journey then took him to Sardinia to be the Executive Chef at the Chia Laguna Resort, a Hotel Group of 4 hotels with more than 700 rooms and 12 restaurants. Finally, Paolo Sari returned to his home town of Venice to relaunch the San Clemente Palace, a Venetian historical residence. Today, his story continues at the Monte-Carlo Beach.

His philosophy is devoted to “what is beautiful and good”, with great sensitivity.

“I am very meticulous, and passionate about local, healthy, organic, freshly harvested ingredients that are in season. I have two complementary teams; one in the vegetable plots and the other in the kitchen – My prime objective is the authenticity of all the products, to bring out the flavour of products of the land and the sea with respect, trying to touch, transform and cook them as little as possible so as not to change their personality, their characteristics and their taste. I work in the flavour workshop, selecting the best to be highlighted in the kitchen. Sensitivity is everything: daring, to the right extent, to respect the ingredients and merge into them, picking up the flavour, the taste and the texture even by simply touching them. The ingredients are works of art by Mother Nature. However, what is important is to focus on the equation of 100% organic cuisine and recognition from the Michelin Guide, but also the necessity of eating sensibly and as healthily as possible. I offer excellence and transparency.”



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The evolution of Paolo Sari's cuisine follows a consistent path: always in search of simplicity and sincerity, thanks to the supplies in particular. This journey began 25 years ago when he was travelling all around the world. While working in Korea and Japan, he went into retreat in a monastery for three months to study the monks' food, independence and autonomy in plant production. His path led him to Monte-Carlo, every day putting into practice the maxim: "A healthy mind in a healthy body", beginning with the careful selection of foods, vegetables, fruits and condiments, bought from the farmers and growers of neighbouring towns such as Grasse, Menton and San Remo, or cultivated in the Monte-Carlo Beach hotel's vegetable plot.

The simplest dishes are his favourites. Tradition and innovation. To innovate is to be familiar with and respect tradition. However, it is not possible to make organic food for its own sake; you have to be in total harmony with nature and respect cultures. To make organic food you yourself must be organic.

"I have always honoured the countries that welcomed me in the last 25 years, on three continents and in 10 different countries. I have worked with their products and been attentive to their culinary history. That said, here in Monaco I would like to make a break with the globalisation of food of the last 20 years. Globalisation led to the elimination of the quality of raw materials and economically killed the artisans of the land and the sea. On the Riviera, near Provence, Liguria and Piedmont, all products are to be found. I have eliminated intermediaries; fish is bought directly from fishermen or cooperatives in the surrounding area. Everything is collected and delivered to my kitchens within 18 hours. The meat comes directly from farms and abattoirs. As well as ensuring the best quality for my customers, I reinvest and develop the local economy, and create jobs."

What is the dream? To be able to create a totally organic, fair trade world that respects nature. To attempt to give back to Mother Nature all the love she has given us since time immemorial.



MONTE CARLO BEACH

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 certified organic, 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.

Market menu: 55€ (not including drinks – 3 dishes)

Tasting menu: 125€ (not including drinks – 6 dishes)

Inspiration menu: 150€ (not including drinks – 8 dishes)

Relaxation Package: 200€ (a club admission + lunch at Elsa Restaurant + a face treatment)

Open every day from 16 March to 14 October 2018 included

(Close for lunch during July and August)

Dinner from 7.30pm

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.



Flavours Market (every Sunday): 85€

Sun Package: 150€ (a club admission + a Flavour Market)

Open every day from 13th April to 14th October 2018 included, from 12.30pm

T. +377 98 06 51 00



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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”. The brigade of young and dynamic waiters provides a holiday atmosphere just right for relaxing in.

*Open every day from 1st June to 9 September 2018 included from 12pm
(Close for dinner)*

T. +377 98 06 54 54



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La Vigie Lounge and Restaurant

On 1 July 2018, Monte-Carlo Beach unveiled its hidden gem: the La Vigie restaurant, entirely refashioned and now more stunning than ever, offering an all-new lounge and restaurant experience.

Its bohemian ambiance is set against a musical backdrop of live jazz notes (midday to 16:00) followed by a DJ (16:00 to midnight).

The space evokes a sense of place with natural materials such as bamboo, teak and rope, in addition to plants, with a Mediterranean garden overlooking the sea. The patterns of light and shade created by the movement of the stunning shade sails shift over the course of the day.

At the helm of the open kitchen, complete with a fresh fish counter and shellfish tank, is Michelin-starred Chef Paolo Sari, who delivers a showcase of seafood... for a dining experience that features shared dishes, cocktails, rums and cigars.

Nestled in the heart of a pine forest, on an outcrop overlooking nothing but the Mediterranean, La Vigie is a little corner of Monacan paradise just waiting to be rediscovered.



A la carte menu

Boat access

Valet parking

From 1 July to 16 September 2018

Open non-stop, seven days a week from midday to midnight for lunch, light bites and dinner.

T. +37798065252



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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 Monte-Carlo 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.

40 rooms including 5 junior suites, 7 suites, 1 double suite and 1 Diamond Suite

Lobby bar open from 15h to 19h

Spa, a wellness centre offering massages, treatments and moments of relaxation by La Prairie and Phytomer

Restaurants : La Pizzeria, Le Deck, La Vigie, the Michelin-starred gourmet restaurant Elsa

The Eileen Gray conference room

Water sports and Heated sea water swimming pool

Cabanas in the Pinède

The Monte-Carlo Beach is open from the 16th of March to the 14th of October 2018 including



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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.

The Monte-Carlo Beach Club is open from the 13th of April to the 14th of October 2018 including. Fun Package: 170€ (a club admission + a lunch at Le Deck Restaurant + 2 aquatic activities)



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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.

The Monte-Carlo Beach Spa is open from the 16th of March to the 14th of October 2018 including



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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 charter signed 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.

Starred Restaurant for 5 years, 5 years of Green Globe Certification, 5 years organic



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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.

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.

In 2017, it was the Mont Blanc pizza and in 2018, the “Route du Goût” pizza, which, by winning 5 awards, consecrated for the 3rd consecutive year the excellence of La Pizzeria at the Monte-Carlo Beach hotel.



Picture of the starred gastronomic Restaurant Elsa

“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.



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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.

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.



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

Stakeholder involvement

The hotel raises awareness and informs its teams (forums, e-news 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.

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.

- Green Globe Gold Certification, 2018
- Prix Villégiature “Meilleure piscine d’hôtel en Europe”, 2017
- Prix Villégiature « Meilleure groupe hôtelier en Europe », 2017
- “ 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 for 5 years.
- Environmental prize in the Orlane Relais Châteaux 2015
- 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



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- 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



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About Monte-Carlo Société des Bains de Mer

150 years after its creation, Monte-Carlo Société des Bains de Mer 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 4100 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 Betcliv. 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'z 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, 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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