

MONTE  
CARLO  
BEACH

MONTE-CARLO  
SOCIÉTÉ DES BAINS DE MER

## Press Kit 2019

*Sharing true moments is in our nature*



# MONTE CARLO BEACH

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# MONTE CARLO BEACH

## The birth of a timeless place



Set back from the hustle and bustle of Place du Casino, the Monte-Carlo Beach soon revealed that it was more than just a hotel: with its Olympic-sized swimming pool and its spa, it became a resort centred on sun and sea bathing, relaxation, wellness and water sports. The façade of the Monte-Carlo Beach, with its terra cotta curvature and stylistic sobriety, contrasts in all respects with the Beaux-Arts design of the buildings in the Place du Casino. Additionally, the beach cabins and the floating deck for sunning oneself propelled the Société des Bains de Mer into a new, modern era.

As the summer season got under way, Monte-Carlo Beach symbolised the cultural change of the 1920s. Customers were no longer fleeing the sun. The Société des Bains de Mer was at the forefront of this movement and began the development of a beach, a swimming pool and a hotel on the water's edge. 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 her time.

In 1928, the opening of Monte-Carlo beach was marked with a memorable inauguration. The event was documented in society pages around the world! Monte-Carlo Beach thus became the new venue for the artistic, musical and cultural elite.



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# MONTE CARLO BEACH

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. The curved shape of the Monte-Carlo Beach follows the coastline and places it in the shade of the pine forest. The simplicity of the lines makes it a place of intimate charm with discreet and elegant luxury.

For its 80th anniversary, the Monte-Carlo Beach was refurbished and its contemporary make-over designed by India Mahdavi, who reinterpreted the hotel as an "ode to the Mediterranean". In addition, the pine forest linked up with the beach, creating a lush plant environment, imagined and designed by the landscape architect Jean Mus.



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# MONTE CARLO BEACH

**100% organic cuisine with 1 Star in Michelin Guide**

## **Elsa**

Gourmet restaurant with one star in the Michelin Guide, certified 100% organic by Ecocert (leading European label for organic certification), category 3.



In tribute to the gossip columnist Elsa Maxwell, the 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.

*Market menu: €58 (not including drinks - 3 courses)*

*Tasting menu: €128 (not including drinks - 6 courses)*

*Inspiration menu: €155 (not including drinks - 8 courses)*

*Open every day from 19 March to 13 October 2019 included  
(Closed for lunch in July and August)*

*Lunch from 12.30pm to 2.30pm*

*Dinner from 7.30pm to 10.00pm*

*T. +377 98 06 50 05*



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# MONTE CARLO BEACH

## 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.

Every Sunday, an amazing Sunday Brunch, a gourmet stroll from one stall to the next, in true Provençal manner. A good opportunity to get together to taste and share regional products.



*Sunday Brunch (every Sunday) €85 from June 2019*

*Sun Package €150 (one Club admission + Sunday Brunch)*

*Le Deck is open every day from 19 April to 13 October 2019 included*

*Lunch from 12.30pm to 3.30pm*

*T. +377 98 06 51 00*



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# MONTE CARLO BEACH

## La Pizzeria



Ideally located by the sea, this summer restaurant that can be privatised proposes delicious organic pizzas, cooked in a wood fire, and a self-service, refreshing and colourful "Salad Bar". The brigade of dynamic waiters provides a holiday atmosphere perfect for relaxing in.

Open every day from June to September 2019 included

Lunch from noon until 5.00pm

T. +377 98 06 54 54



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# MONTE CARLO BEACH

## La Vigie Lounge & Restaurant



Monte-Carlo Beach unveils its most well-hidden gem: the improved La Vigie restaurant, offering an all-new lounge and restaurant experience.

Its joyful ambiance is set against a backdrop of cicadas, a musical trio and the DJ, depending on the moment...

Natural materials have been used, 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 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, provides 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 paradise.

*A la carte menu*

*Boat access*

*Valet parking*

*From mid-June to mid-September 2019*

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

*T. +37798065252*



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# MONTE CARLO BEACH

## A prestigious hotel 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 are omnipresent, creating a feeling of space and lightness.



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# MONTE CARLO BEACH

The facilities 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? 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 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 with terrace*

***Spa: The new Le Tigre Monte-Carlo proposes yoga sessions, treatments and massages to restore harmony and balance***

*Lobby-bar on the terrace.*

*Restaurants: La Pizzeria, Le Deck, La Vigie Lounge & Restaurant and the Elsa starred gastronomic restaurant*

*The Eileen Gray conference room*

*Water sports and heated sea water Olympic-sized swimming pool*

*Cabins in the pine forest*

*Seaside tents*

*The Hotel is open from 19 March to 13 October 2019 included.*



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# MONTE CARLO BEACH

## 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, flyfish tubing and flyboard at the Monte-Carlo Beach Club.



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 and afternoon snack here.

An environmental book and video library has been created especially for them.

*The Monte-Carlo Beach Club is open from 19 April to 13 October 2019 included.*



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# MONTE CARLO BEACH

## Le Tigre Monte-Carlo

In March 2019, Monte-Carlo Beach reveals its new haven of well-being between the pine forest and the Mediterranean, ideal for reconnecting with oneself and with nature.



Le Tigre Monte-Carlo offers a re-energising interlude in a unique setting on the French Riviera, where the warm-coloured stone is in perfect harmony with its environment. Harmony with oneself, with others and with nature is the philosophy of Le Tigre Monte-Carlo: this becomes particularly meaningful in a setting connected to the elements, where the heat of the Mediterranean sun, the authenticity of its land and its fragrant pine forest, the spectacular beauty of its blue water and the gentle climate create the perfect environment to fully reconnect.

Le Tigre Monte-Carlo proposes open-air yoga and unique treatments in a spa covering 80m<sup>2</sup>:

- three treatment and massage booths offering signature treatments such as the Massage du Tigre, an effective and beneficial treatment to restore balance and energy and to perfectly ground the body and mind in the present;
- Yoga, meditation and Pilates classes in three spaces close to the elements: on the water and to the sound of the lapping sea on the pontoon of Monte-Carlo Beach Club; between the sea and the pine forest on the mooring terrace of La Vigie restaurant; and in a covered space for a more personal experience;
- An organic juice bar proposes home-made recipes.

The Tigre Yoga Monte-Carlo team will consist of six yoga instructors and certified therapists. Private coaching sessions will also be proposed.

*Le Tigre Monte-Carlo is open from 19 March to 13 October 2019 included.*



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# MONTE CARLO BEACH

## A 100% organic & green approach and commitment

### “Be Green”



The Monte-Carlo Beach’s CSR (Corporate Social Responsibility) programme is part of a group-wide initiative launched by Monte-Carlo Société des Bains de Mer 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. A 100% organic and locally produced cuisine in the Elsa restaurant. The products - rigorously organic - chosen for their taste and nutritional qualities and cooked to preserve all of their properties.

Starred Restaurant for 6 years, 6 years of Green Globe Certification, 6 years organic



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# MONTE CARLO BEACH

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 metres away as the crow flies, above the coast, in Roquebrune-Cap-Martin.

The white meat, poultry and lamb are 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 five awards, consecrated for the 3rd consecutive year the excellence of La Pizzeria at the Monte-Carlo Beach.



Picture of the starred gastronomic Restaurant Elsa

Ice creams are also prepared from carefully selected ingredients, from the milk to the fruit.



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# MONTE CARLO BEACH

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.

Since 2017, the Monte-Carlo Beach joined the movement 'Monaco against food waste' initiated by the Mayor of Monaco and the MC2D association in 2013. On the strength of this movement, gourmet boxes are now proposed and available in all restaurants.

## **Collection and recycling**

To complete this responsible approach, our restaurants use the peelings and other waste from the kitchen as compost for the vegetable garden of the Elsa restaurant.

Organic waste is dried and recycled by a specialist company.

## **Transport policy**

In terms of clean transport, the Monte-Carlo Beach has electric vehicles as well as a private electric bicycle station.



Three electric charging 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 Route du Goût association.



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## Awards and Distinctions

The Monte-Carlo Beach joined the closed circle of Relais & Châteaux in 2009. Monte-Carlo Société des Bains de Mer saw in this distinction the recognition of the fundamental values and priorities to which each of its hotels 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 Monte-Carlo Société des Bains de Mer to its customers and its efforts to keep the Monte-Carlo Beach at the top of its game.

- Green Globe Gold Standard Certification, 2019 (6 consecutive years)
- Prix Villégiature “Best hotel swimming pool in Europe”, 2017
- Prix Villégiature “Best hotel group in Europe”, 2017
- Green Globe Certification since 2014  
A Green Team of 20 employees is made up of teams from the hotel, restaurants and the beach. It has contributed to the renewal of the Green Globe certification for six years.
- Orlane Relais Châteaux Environmental prize, 2015
- Elsa Gourmet restaurant - 1 star in the Michelin Guide, 2014
- Certification Bio by Ecocert awarded to the Elsa restaurant (category 3): renewed every year since 2013
- “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



# MONTE CARLO BEACH

## About Monte-Carlo Société des Bains de Mer

A reference in luxury tourism in Europe, Monte-Carlo Société des Bains de Mer owns the most prestigious establishments in Monaco:

- **Four casinos**, including the mythical Casino de Monte-Carlo,
- **Four hotels:** Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort,
- 33 restaurants, **five of which combine seven prestigious Guide Michelin stars:** Le Louis XV-Alain Ducasse and Le Grill in Hôtel de Paris Monte-Carlo, Le Vistamar, the Blue Bay and Elsa,
- Bars with various atmospheres, concert halls and the most iconic club on the French Riviera: **Jimmy'z Monte-Carlo**,
- The **Thermes Marins Monte-Carlo**, Europe's largest spa, equipped with state-of-the-art technology and a health and wellness restaurant (L'Hirondelle),
- Le Tigre Monte-Carlo (yoga, Pilates and meditation classes...)
- **Sports clubs** (Monte-Carlo Country Club, Monte-Carlo Golf Club, Beach Club),
- Lastly, the Group brings together around **50 of some of the most prestigious luxury goods companies** in the world around Place du Casino.

The inventor of the "Resort" concept, Monte-Carlo Société des Bains de Mer has been keeping up with consumer and technological developments since its creation, remaining true to its founding vocation: "This is where we offer dreams" (François Blanc, April 1867). **150 years of history have thus forged an image of excellence and an international reputation** in the areas of gaming and entertainment, gastronomy and prestigious hotels, luxury shopping, well-being and real estate.

**The ambition of the Group for 2020** is to make Monaco the most exclusive luxury destination in Europe. Today, the heart of the Resort around the mythical Place du Casino is completing its metamorphosis:

- Hôtel de Paris Monte-Carlo, **a world-renowned iconic palace**, is writing a new page in its history today with the metamorphosis of its indoor spaces and its bedrooms, the creation of **two exceptional Suites and a renewed gastronomic offer in partnership with Alain Ducasse**. Latest developments are gradually being revealed on an exclusive basis, leading up to the full reopening, scheduled for December 2018
- Casino de Monte-Carlo, **a symbol of luxury gaming and a key venue for the best players in the world**, has been undergoing a metamorphosis since 2016 to attract new audiences by proposing an all-encompassing and exclusive experience, combining the thrills of gaming, events, luxury hotels, star-awarded gastronomy and shopping. Casino de Monte-Carlo is now a creator of original experiences and is showcasing a new image of gaming in Europe.



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- **One Monte-Carlo**, a major real estate and urban planning project, **will be opening a new chapter for the beating heart of Monaco in 2019**, with an ultra-modern district offering a full luxury experience, combining high-end accommodation, shopping, gastronomy, culture and businesses in an exceptional setting. A haven of peace with emphasis on green spaces, where living, working or just ambling along is a joy!
- A talent spotter and **committed sponsor of artistic creation** (Opera, Sporting Summer Festival, Monte-Carlo Jazz Festival, Ballets de Monte-Carlo, Orchestre Philharmonique de Monte-Carlo, Printemps des Arts, Monte-Carlo Dance Forum, etc.), the Group also **partners major sports competitions in the Principality**: Monte-Carlo Rolex Masters, Formula 1 Grand Prix, Monte Carlo Rally

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