

MONTE
CARLO
BEACH

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER

Press Kit 2022

Sharing true moments is in our nature



MONTE CARLO BEACH

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MONTE CARLO BEACH

A luxury place of leisure connected to nature

An iconic hotel between pinewood and Mediterranean Sea

Monte-Carlo Beach embodies an art of living, both timeless and resolutely of its time: a villa by the sea, the perfect place to take a deep breath, slow down and enjoy in a preserved setting with inspiring beauty. Both connected to the vibrant heart of Monaco and away from the hustle and bustle of modern life, the Monte-Carlo Beach offers its guests a luxury and intimate setting, surrounded by nature and offering breath-taking views of the Mediterranean. Guests can take soothing breaths, and enjoy a sunny and reenergising retreat here, in perfect harmony with the environment. Set between sky and sea, this corner of paradise is welcoming for everyone: the Pointe de la Vigie and its superb pine wood overlooking the beach is classified as an LPO (Ligue pour la Protection des Oiseaux) bird protection refuge.



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. 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. The certified 100% organic restaurant Elsa is named after her.

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. 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.



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Practical information

Monte-Carlo Beach Relais & Châteaux

40 rooms including 5 junior suites, 7 suites, 1 double suite et 1 Diamond Suite with terrace

Lobby-bar with terrace

3 restaurants: Elsa - certified gastronomic 100% organic and wild fishery restaurant, Le Deck, La Vigie Lounge & Restaurant

Meeting room Eileen Gray

Water sports and heated sea water Olympic-sized swimming pool

Cabins in the pine forest

Private beach and seaside tents

Opening from April 8th to October 2nd 2022

<https://www.montecarlosbm.com/en/hotel-monaco/monte-carlo-beach>



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An organic and local cuisine

Elsa, 100% organic certified and wild fishery restaurant



Promoting a new gastronomic generation, Monte-Carlo Beach opened the 2022 season with the arrival of the Chef Mélanie Serre at the head of the Elsa restaurant, serving 100% organic food and wild-caught fish. The talented 36-year-old, formerly Executive Chef of Joël Robuchon's Atelier Etoile, develops her sincere, generous and flavoursome cuisine in line with the organic, local and seasonal spirit dear to the restaurant, which has been Ecocert certified since 2013. Cheerful, warm and passionate, her cuisine reflects her personality, focusing on the product, the harmony of flavours and colours, with generosity but without ostentation. She has a modern vision of gastronomy, favouring simplicity and a wealth of flavours.



The encounter of joint values and shared convictions led to the arrival of Mélanie Serre to head the kitchens of the Elsa restaurant. She has strong yet simple convictions: enhance seasonal products by placing vegetables in the spotlight, work with local artisans and producers, reduce waste to the strict minimum for a modern and responsible cuisine, without compromising on excellence and creativity.



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Keen to develop its local ecosystem, Monte-Carlo Beach and the Elsa restaurant work closely with local producers to give preference to perfectly ripe seasonal products, and local estates and gardens: Jardin des Antipodes in Menton for herbs and fruits and Domaine d'Agerbol on the hills of Roquebrune-Cap-Martin, supplying Elsa in organic vegetables from field to fork.

Products that customers can taste around Mélanie Serre's signature dishes:
Mélanie Serre :



Cockles and clams in cannelloni, lettuce velouté, Brousse goat's cheese and Vermouth sauce; Carrot with cumin, carrot top pesto, fresh orange and ginger juice; Red mullet, potato gnocchis, peppered arugula, black garlic condiment

Opens from 12nd of May 2022 to 3rd of October 2022, du Wednesday to Sunday
Lunch from 12:30PM to 2:30PM

Dinner from 7:30PM to 10:30PM

Menu du marché (served at lunch on Wednesday, Thursday and Friday) – 68€

Menu Inspiration (served at lunch on Saturday, Sunday and Holyday breaks) – 88€

Menu Dégustation (served at dinner) – 138€

Information and booking : +377 98 06 50 05

<https://www.montecarlosbm.com/en/restaurant-monaco/elsa>



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Le Deck

Under the aegis of Chef Pascal Garrigues, the prestigious seaside 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.



Opens from 12th of May 2022 to 9th of October 2022 every day for lunch from 12:30PM to 3:30PM and to 4:00PM during July and August

Opens on weekends for lunch to 12:30PM to 2:30PM

Information and booking: +377 98 06 51 00

<https://www.montecarlosbm.com/en/restaurant-monaco/the-deck>



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La Vigie Lounge & Restaurant



Well-known place for its exceptional location, with one of the most breathtaking view on Mediterranean Sea, La Vigie Lounge & Restaurant come back for this new season still offering 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.

The lounge bar owes its charm to its signature cocktails, refined wines and boards to share. Comfortably seated in large armchairs facing the sea, the hours pass by to the rhythm of the summer songs played by the DJ, in the most laid back ambiance where you can simply relax.

The terrace restaurant offers a sharing menu with South American flavours, under the creative management of the Executive Chef Pascal Garrigues and his team.

Opens from 24th of June 2022 to 3rd of October 2022 from Thursday to Monday
From 11st of May 2022 to 3rd of October 2022

Lounge from 6:00PM to 12:00PM

Restaurant from 7:30PM to 10:30PM

Peak season (July - August) : opens every day from 10:00AM to 8:00PM

Information and booking : +377 98 06 52 52

<https://www.montecarlosbm.com/en/restaurant-monaco/the-vigie-lounge-and-restaurant>



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MONTE CARLO BEACH

A timeless and modern art of living

The luxury seaside resort by excellence, right on the beach

Monte-Carlo Beach is an unmissable stopover on the Riviera, both for resident guests members of the club and customers from all over the world.

Le Monte-Carlo Beach Club

Over the decades, the Monte-Carlo Beach Club has become the second home of Monaco residents with its Olympic-size seawater pool heated to 27°C, its private beach, its solariums, tents, luxury cabanas, and its nautical activities club. Generations thus succeeded each other at the Monte-Carlo Beach! A privileged resort where friends and family can meet up every year, both to spend moments out of time and enjoy magical shared moments and memories. A rich heritage as a legacy to be preserved and passed on to future generations.



In 2021, Monte-Carlo Beach returned to its original beach, as it was designed in 1928-1929. 1,000 m² of beach have been recovered, after having disappeared over the years due to marine erosion, offering direct access to the sea. A vast project to redevelop the Monte-Carlo Beach site and take positive action towards the environment. For the 2022 season, the beach unveils a 200-metre ribbon of fine sand and a new, elegant and comfortable wooden structure with a magnificent view of the bay and La Vigie. The furniture in the 180 Beach Club tents has been completely renewed to create a space in perfect harmony with its environment. The hotel is such an emblematic setting of the Principality's art of living and glamour that it hosted the iconic CHANEL Cruise 2022/23 fashion show in May 2022.



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A Mediterranean Villa by the sea, with a contemporary and poetic design

Both unique and timeless, the Monte-Carlo Beach has reinvented itself from the pencil of the architect and designer India Mahdavi, who enhanced the resort by giving it back the spirit of Mediterranean villas, associating the beauty of the site with the modernity of an art of living “à la French Riviera”. The interior design focusses around discretion and delicacy, enhanced by the maritime poetry of colours and sets of shapes (stripes, diamonds, etc), which procures a contemporary and luxury atmosphere.



“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”, India Mahdavi



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The 40 rooms and suites, including 6 contiguous loft suites, all fit into a harmony, while all remaining different. The sea and the light enter these spaces, creating a feeling of space and lightness. Here, the elegance of the curves, from the spaces to the furniture, including the murals created by Aurore de la Morinerie, give each room its own personality.



La Diamond Suite Sunshine

Focused on the essential and the natural, the sun-drenched Sunshine Diamond Suite is an invitation to experience the gentle way of life. A few Baroque items evoking neighbouring Italy sit elegantly alongside a discreet and refined modern spirit. A harmonious journey where the Caliza Capri stones in the bedrooms and the exotic wood on the terrace make you want to walk barefoot... All in a green environment to encourage complete escape.



Diamond Suite Sunshine offers 200 square metres, including a 100-square-metre roof terrace with jacuzzi to bask in the warmth of the Mediterranean sun. Able to welcome up to five guests with two bedrooms and a separate private lounge area, the suite offers a breath-taking view of both the sea and the mountains. This Diamond Suite benefits from all of the exceptional services specific to the “haute couture” Diamond Suites of the Resort <https://www.montecarlosbm.com/en/inspiration/diamond-suites-collection-monaco>



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MONTE CARLO BEACH

A pleasant and respectful place

For the body, the heart and the mind

Spa Monte-Carlo Beach



Spa Monte-Carlo Beach 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: 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.

In this little paradise of sea and sky, taking care of yourself is part and parcel of daily life. The spa Monte-Carlo Beach offers guests a unique experience combining treatments with open-air yoga.



produced in France.

For the 2022 season, PAOMA becomes the prestigious partner of this charming place. Conceived as a true natural, effective and sustainable beauty ritual, PAOMA gathers the best of nature and develops original certified organic formulas that cherish all skin types and cultivate well-being. The entire PAOMA range is COSMEBIO labelled and COSMOS Organic certified by ECOCERT, with 99 to 100% of ingredients of natural origin, and



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PAOMA spa treatments:

Bespoke PAOMA massage from 30' to 90' – From 100€

PAOMA additional modules – 15', 50€

Awakening of Senses Facial ritual – 30', 115€

Beauty Revealing Facial ritual – 60', 195€

Facial targeted Rituals – 15', 50€

Private yoga, meditation and Pilates classes: provided in the open air, surrounded by the sea and pine forest.

Opens every day from 10:00AM to 7:00PM

From 11st of May 2022 to 3rd of October 2022

Peak season (July - August) : opens every day from 10:00AM to 8:00PM

Information and booking : +377 98 06 51 05

spadumontecarlobeach@sbm.mc

<https://www.montecarlosbm.com/en/wellness/spa-monte-carlo-beach>

A wide range of sports and aquatic leisure activities

Wellbeing is also experienced through energy and relaxation with the ozone-filtered, Olympic-sized seawater swimming pool, heated to 27°C and. The pool now includes a 3 by 2-metre paddling pool for small children, for them to enjoy water-based fun safely.



Thrills are also on the agenda with many nautical activities, including parasailing above one of the most astonishing sites of the Côte d'Azur: Monaco and the Cap Martin with the pre-Alpes as a backdrop. Finally, exercise and have fun in a fitness room equipped with next generation "Technogym" machines, as well as at the nearby Monte-Carlo Country Club and Monte-Carlo Golf Club.



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For environment

At Monte-Carlo Beach, selfcare and care for the environment have become a natural part of everyday life. In tune with nature, certified Green Globe Gold standard, the hotel has chosen to implement a policy aimed at protecting biodiversity, through:



The Monte-Carlo Beach is **Green Globe certified since 2014**. In 2018, this internationally-recognised certification programme designed for the luxury travel and tourism sector **delivered the Gold Standard status**. Moreover, the Monte-Carlo Beach is the **first 100% organic eco-certified hotel** for its gastronomic restauration with the Elsa restaurant, as well as its room service, minibar and bar. The cleaning products and detergents used are eco-certified and all the bathrooms of the Monte-Carlo Beach offer Casanera products, a range of organic skincare products made with plants from the Corsican maquis. All the rooms offer organic fair-trade coffees, along with eco-designed and recyclable Malongo coffee machines, made in France.

The hotel also leads a proactive **resource-saving** policy both for water (outdoor cleaning, dishwashing, watering green spaces, etc.) and energy. Beyond promoting good actions, the hotel now buys the equivalent of its electricity use in renewable energy. All recyclable items are recycled (paper, glass, packaging, batteries, Waste Electrical and Electronic Equipment, fluorescent tubes and lightbulbs, cooking oils, food greases, napkins and placemats, etc.).

In 2017, Monte-Carlo Beach joined the movement '**Monaco commits against food waste**' initiated by the Mayor of Monaco and the MC2D association. For that, several actions: gourmet boxes are offered in all the restaurants, peelings and other kitchen waste are recycled as compost for the vegetable garden of the Elsa restaurant. Moreover, organic waste is dried and recycled by a specialist company. As regards bathrooms, the soaps used by the guests are also recycled by the association SapoCycle.

During drought period, Monte-Carlo Beach adopted an approach to recycle water for watering plants.

These actions were recently awarded the first special "**Green Hôtel & Lodge**" award of the 2022 Hôtel & Lodge Awards.



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Committed to preserve biodiversity

Connected to nature, Monte-Carlo Beach is deeply committed to protecting the local biodiversity.

The creation of a **positive biodiversity reef dyke**. Located under the water 100 metres from the shore, this dyke has been designed in 2021 to protect the beach and allow the development of marine life in a protected area. The new space that has been created is like a lagoon, with a sandy beach surrounded by Posidonia and rocks, suitable for cautious swimmers, who are respectful of the sea water.



The classification of Pointe de la Vigie and its superb pine forest as an LPO (Ligue pour la Protection des Oiseaux) bird protection refuge since 2020. The latest wildlife inventory listed no fewer than 20 species of birds, including 10 nesting species and 15 protected species. This site at Monte-Carlo Beach is becoming an essential refuge for local biodiversity. An educational trail is offered to children so as to discover the natural resources in a fun way. Grownups can also take part in touristic trails round the property accompanied by a naturalist guide.



The green spaces are part of a **“Zero Phyto”** approach that favours biological control, with gardeners receiving specific training.



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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.

Monte-Carlo Beach launches its first 100% electric shuttle between hotels, but also 2 thermic shuttles working with biofuel. Thus reinforces its commitments to softer forms of transport

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.



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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.

- 1st Special Prize at the Hotel & Lodge Awards 2022 - Green Category
- Green Globe Gold Standard Certification, 2021 (8 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 between 2013 and 2019
- “Silver Standard Certification” award by “Welcome Chinese”, 2013



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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:

- **2 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, **four of which combine seven prestigious Guide Michelin stars**: Le Louis XV-Alain Ducasse and Le Grill in Hôtel de Paris Monte-Carlo, Pavillon, un restaurant Yannick Alléno Monte-Carlo and the Blue Bay
- Bars with various atmospheres, concert halls and the most iconic club on the French Riviera: **Jimmy's 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),
- **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 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**, with the metamorphosis of its indoor spaces and its bedrooms, the creation of **two exceptional Suites and an exceptional 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, **opened 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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