



Press Kit 2023

Sharing true moments is in our nature





Sharing authentic moments is in our nature

A promise of authenticity between the sea and the pine forest

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An Art de vivre with a taste for the beautiful and the unique

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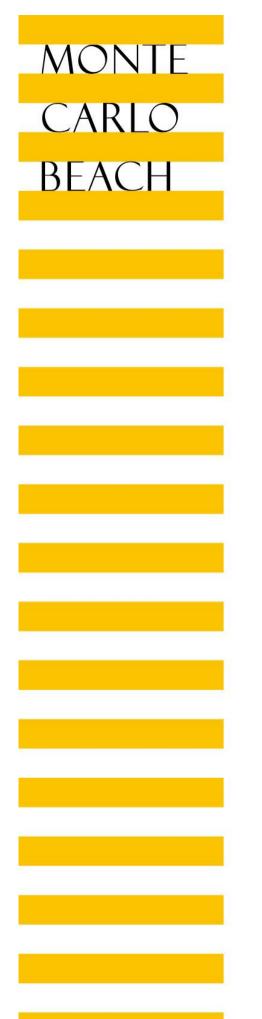
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A luxury place of leisure connected to nature

An iconic venue, a chic seaside location since the 1930s

Monte-Carlo Beach embodies an *art de vivre* that is both timeless and resolutely of its time: a villa by the sea, the perfect place to take a deep breath, slow down and enjoy yourself in a preserved setting with inspiring beauty. Both connected to the vibrant heart of Monaco and set back from the hustle and bustle of modern life, 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 rejuvenating 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 forest overlooking the beach is classified as an LPO (Ligue pour la Protection des Oiseaux) bird protection refuge.



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.





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.



Practical information

Monte-Carlo Beach Relais & Châteaux

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

Lobby-bar on the terrace

4 restaurants: Elsa gourmet restaurant, Le Deck, Le Club La Vigie Monte-Carlo, Maona Monte-Carlo

Eileen Gray conference room

Soft* or motorized water activities, heated Olympic seawater pool, heated Love Nest

Private beach and beachfront tents

*Green

Open from April the 7th to October 1st, 2023 <u>Monte-Carlo Beach Monaco | Monte-Carlo Société des Bains de Mer</u>





Gastronomy resolutely rooted in its terroir

Celebrate local flavours at the Elsa restaurant



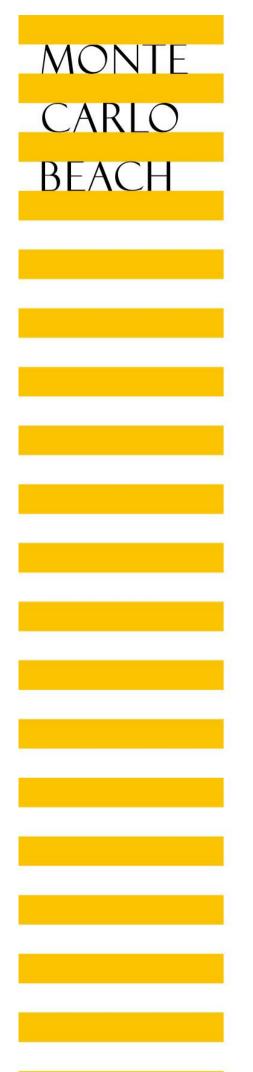
Following on from the success of the 2022 season, chef Mélanie Serre is once again at the helm of Restaurant Elsa, with the ambition of going further still in the celebration of local flavours, in close collaboration with regional producers.



Originally from the Ardèche area of France, Mélanie Serre's cuisine is sincere, generous and faithful to her roots. For the 2023 summer season, the teams at Monte-Carlo Beach and the chef have decided to feature more and more local products on the menu of Restaurant Elsa. Organic products will continue to be in the limelight, depending on availability and maturity, and will be joined by a growing number of local produce: fruits, vegetables, olive oils, line-caught fish, local meat, regional wine, etc.

This choice based on principle supports the development of the local ecosystem, which creates jobs and boosts the social fabric. The Monte-Carlo Beach is thus working closely with local gardens, such as Domaine d'Agerbol on the heights of Roquebrune-Cap-Martin, which supplies Elsa with zero-km organic vegetables from field to fork, or the Jardin des Antipodes in Menton for herbs and fruits. The restaurant also works with Domaine Oléicole Lessatini, a family-run business for four generations on the hills of Nice, the Monegasque fisherman Eric Rinaldi and Verinni fishery which obtains its supplies from small fishermen operating off Imperia. Restaurant Elsa has been awarded the "Committed restaurant" label by the Government of Monaco.





Restaurant Elsa also proposes a selection of natural wines and the wine menu is laid out according to their geographical proximity.

A few of the delights on the menu in 2023:

- Langoustine tartare, Osciètre caviar with fresh cucumber juice and Granny Smith apple
- Pan-friend foie gras escalope, ravioli of beef cheek confit, mushrooms and clarified broth with fresh herbs
- Crique with herbs from my childhood, garden vegetables, mild goat's cheese sauce and spring onions
- · Roasted saddle of lamb, tomato sauce with harissa, young spring vegetables and black olive panisses
- · Sweet pickled cucumber, honey and lemon mousse, roasted rice

Practical information

Open from April 7th to October 1st, 2023, from Wednesday to Sunday Lunch from 12:30 PM to 14:30 PM (closed July & August) Dinner from 7:30 PM to 10:30 PM Menu du marché (lunch on Wednesday, Thursday, Friday) - 72€ Menu Inspiration (lunch on Saturday, Sunday and holidays) - 92€ (€) Menu Dégustation (dinner) - 142€

Information and reservations: +377 98 06 50 05

<u>The Elsa Monaco | Monte-Carlo Société des Bains de Mer</u>





Le Deck

Under the aegis of Chef Pascal Garrigues, the 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. Le Deck has been awarded the "Committed restaurant" label by the Government of Monaco.



Practical information

Open from April 7 $^{\rm th}$ to October 8 $^{\rm th}$, 2023, every day at lunchtime from 12:00 PM to 16:00 PM.

Information and reservations: +377 98 06 51 00 $\,$

The Deck Monaco | Monte-Carlo Société des Bains de Mer





The ultimate chic seaside destination, with feet in the sand.

Monte-Carlo Beach Club

Over the decades, the Monte-Carlo Beach Club has become the second home of Monaco residents with its Olympic-sized seawater pool heated to 28°C, its private beach, its solariums, tents, luxury cabanas, and its water sports club. Generations have thus succeeded each other at the Monte-Carlo Beach. It is a special place where friends and family can meet up every year, to 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. In 2022, the beach unveiled a 200-metre ribbon of fine sand and a new, elegant and comfortable wooden structure with a magnificent view of the bay and Pointe de La Vigie. The furniture in the 172 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.





A Mediterranean villa perched on the sea, with 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 focuses on discretion and delicacy, enhanced by the maritime poetry of colours and the interplay 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





Sharing true moments is in our nature



The 40 rooms and suites, including six adjoining loft suites, are all harmonious, while all remaining different. The sea and the light enter these spaces, creating a feeling of space and lightness. 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.



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.



The Sunshine Diamond Suite occupies 200 square metres, including a 100-square-metre roof terrace with a view of the sea, the mountains and the sublime Olympic pool at Monte-Carlo Beach. The Suite has two bedrooms, a lounge space and a jacuzzi and benefits from the "haute couture" services associated with the Resort's Diamond Suites.

<u>Diamond Suites: Our Most Stunning Suites | Monte-Carlo Société des Bains de Mer</u>



MONTE CARLO BEACH

"Celebrate Life" with Club La Vigie Monte-Carlo

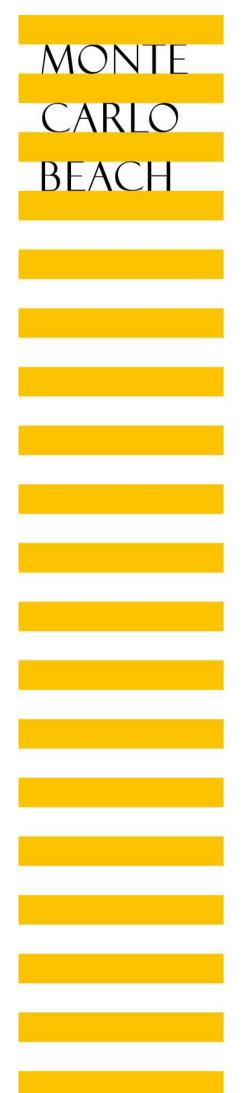


From June 2023, Pointe de La Vigie at Monte-Carlo Beach becomes an exclusive club from noon to 8pm to make Monaco a festive daytime stopover. In a green setting by the sea, this little paradise conducive to celebrating life and summer is rediscovering its original DNA to become the essential venue for festive afternoons and sunsets on the Riviera. In an elegant and effervescent ambience, Club La Vigie Monte-Carlo combines the waterside beach club spirit with 15 sunbeds and cosy "Love Nests", signature food by Chef Marcel Ravin, creative cocktails and an exciting music programme to keep the party going.

On the decks in the centre of the Club: resident DJ Supa Ju and his vibrant House and Deep House, along with guest DJs from Thursday to Sunday, such as Sacha Muki, Siryll, Selim Sivade, Vall, Gioé and Sylvain Armand. The latter will be in charge of the "Décadanse" concept in homage to the song by Serge Gainsbourg in 1971.

Club La Vigie is also unveiling the best-kept secret in Monte-Carlo Beach since 1952: its bungalows nestled in the rock and pine forest, renamed "Love Nests", for cosy moments with loved ones or friends. These idyllic cliff side refuges, which can accommodate four to six people, offer an exceptional view of the Mediterranean and Monaco Bay, along with dedicated room service in an unspoilt and authentic setting. The Love Nests can be privatised for the day.





And to delight the heart and taste buds of its guests, Le Club La Vigie Monte-Carlo caters for 130 covers from 12pm to 6pm in the Lounge and restaurant, with a summer menu signed by two-star-awarded chef Marcel Ravin. Its lively and generous cuisine is coloured with summer flavours, with a decidedly creative and upmarket, yet relaxed touch, with fresh and Mediterranean dishes to share. In keeping with the principle dear to Marcel Ravin, the products have a strong local emphasis, with seasonal fruits and vegetables. There is also a seafood tank with fresh lobster and fish of the day caught from nearby coastal fishing.

In terms of design, the Bohemian-inspired décor with contemporary lines and the sea as far as the eye can see has been magnified by one of the references in the interior design of clubs and festive restaurants, from Saint-Barth to Miami, including Courcheval: Samy Chams. A radiant universe where yellow pays homage to the sun and the colours of Monte-Carlo Beach, in a cool and refined *dolce vita* feel.

This secluded daytime club is easily accessible from the sea thanks to a private jetty for boats visiting the coast. A shuttle makes it easy to reach Maona Monte-Carlo to continue the evening under the stars. Ideal for customers on the move looking for new and exclusive events for the summer season.

Practical information

Opens early June 2023, from 12pm to 8pm Information and bookings: +377 98 06 52 52

<u>Club La Vigie Monaco: A Restaurant & Club for summer on the shores of the Mediterranean | Monte-Carlo Société des Bains de Mer</u>





Looking after body, heart and mind

Spa Monte-Carlo Beach



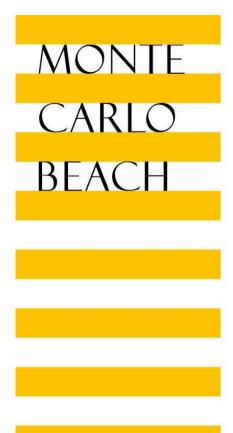
Spa Monte-Carlo Beach offers a re-energising interlude in a unique setting on the French Riviera, where the warm-coloured stone is in perfect harmony with its environment: this becomes particularly meaningful in a setting connected to the elements, where the heat of the Mediterranean sun, the authenticity 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, meditation and Pilates classes.

The Monte-Carlo Beach spa is the promise of an enchanted interlude and intense moments of relaxation close to the Olympic-sized pool of this mythical hotel! The spa proposes body treatments and massages, facials and beauty treatments, with PAOMA.







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 produced in France.

In 2023, two new men's treatments are launched at the Monte-Carlo Beach Spa by the brand Cellcosmet.

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€

Practical information

Open every day from April 7th to October 8th, 2023 from 10:00 AM to 7:00 PM And until 8:00 PM in July and August.

Information and reservation: +377 98 06 51 05

The spa Monte-Carlo Beach | Monte-Carlo Société des Bains de Mer

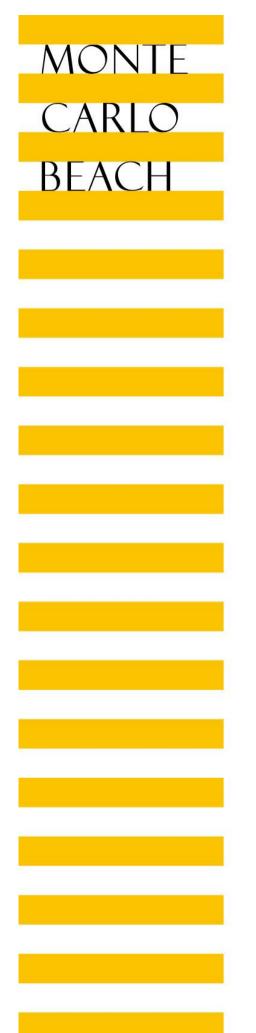
A wide range of sports and water-based leisure activities

Well-being is also experienced through energy and relaxation with the ozone-filtered, Olympic-sized seawater swimming pool, heated to 28°C. The pool now includes a paddling pool for small children, so that they can enjoy the pleasures of the water in complete safety.



New in 2023: a centre for non-motorised water sports with pedalo, SUP and canoeing. Finally, exercise and have fun in a fitness room equipped with the latest generation "Technogym" machines, as well as at the nearby Monte-Carlo Country Club and Monte-Carlo Golf Club.





Looking after the environment

A Green Globe Gold Standard-certified hotel



The Monte-Carlo Beach has been **Green Globe certified since 2014**. **In 2018, it obtained the Gold Standard status** of this internationally-recognised certification programme designed for the luxury travel and tourism sector. 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 light bulbs, cooking oils, food greases, napkins and place mats, etc.). And because water is an increasingly precious resource in a land marked by drought, the hotel has implemented concrete actions to save and reuse water. In 2023, the hotel will be setting up a rainwater collection system in the Resort's former nursery ponds.

In 2017, Monte-Carlo Beach joined the movement 'Monaco commits against food waste' initiated by the Mayor of Monaco and the MC2D association. Gourmet boxes are offered in all the restaurants. Additionally, peelings and other kitchen waste are recycled as compost for the vegetable garden of the Elsa restaurant. Organic waste is dried and recycled by a specialist company. The Elsa and Deck restaurants have the "Committed restaurant" label awarded by the Government of Monaco.

As regards bathrooms, the soaps used by the guests are also recycled by SapoCycle.





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

Committed to preserve biodiversity

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

In 2021, a **positive biodiversity reef dyke** was created as part of work to renovate the hotel's beach. Located under the water 100 metres from the shore, this dyke has been designed to protect the beach and allow the development of marine life in a protected area. The new space that has been created is similar to a lagoon, with a sandy beach surrounded by posidonia and rocks, suitable for observing swimmers and respectful of the sea water.

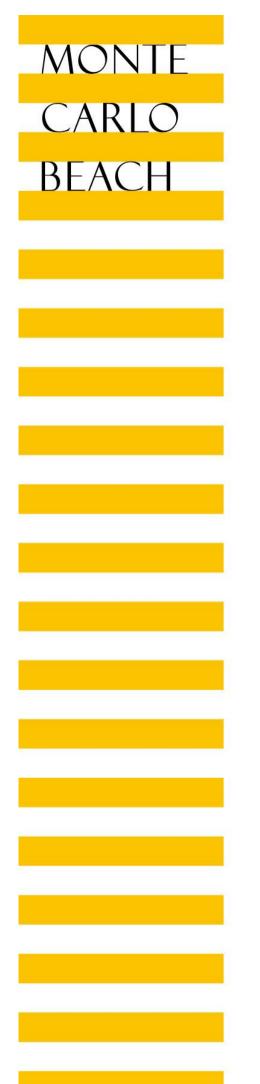


Pointe de La Vigie and its superb pine forest overlooking the beach also has "LPO refuge" status (Ligue pour la Protection des Oiseaux - bird protection league), making Monte-Carlo Beach an essential refuge zone for local biodiversity. The hotel has built several nesting sites where numerous different bird species are welcomed (nesting and protected species). In 2023, the "LPO refuge"



quadrupled in size and thus became a vast natural nesting ground covering 20,000 square metres. An educational trail is offered to children so as to discover the natural resources in a fun way. Adults can also take part in tourist 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.

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 and thus reinforces its commitments to softer forms of transport



Finally, the establishment is continuing to contribute to the development of green forms of mobility in the Principality with the introduction of a MonaBike electric bike station.

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.





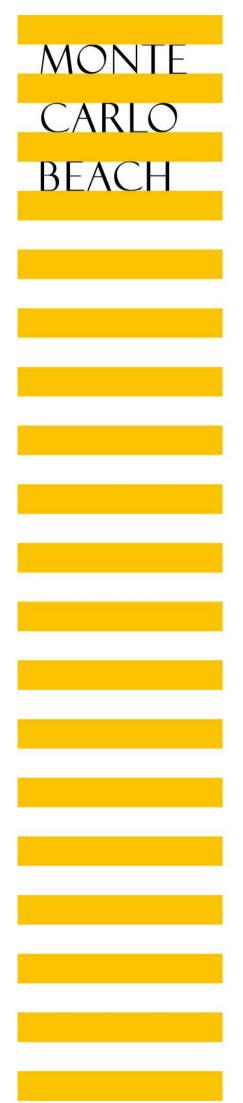
Awards and Distinctions

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 av *Sharing true moments is in our nature* 1 onte-Carlo Société des Bains de Mer to its customers and its efforts to keep the Monte-Carlo Beach at the top of its game.

- "Grand de demain" award for Mélanie Serre by Gault & Millau 2023
- "Ethical and environmental responsibility prize" awarded by La Liste Méditerranée to Mélanie Serre for her work as chef of restaurant Elsa, 2023
- 1st Special Prize at the Hotel & Lodge Awards 2022 Green Category
- Green Globe Gold Standard Certification, 2021 (8 consecutive years)
- 100% organic and line-caught fishing certification allocated to Restaurant Elsa by Ecocert, renewed yearly since 2013 until 2022
- 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
- "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





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:

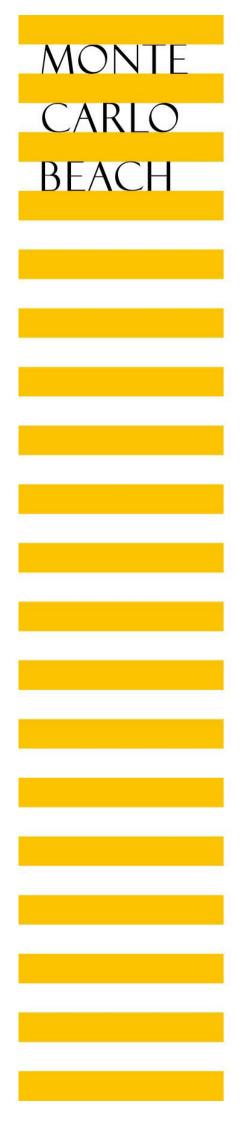
- 2 casinos, including the mythical Casino de Monte-Carlo,
- Four hotels: Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort,
- 33 restaurants, four of which combine seven prestigious Guide Michelin stars: Le Louis XV-Alain Ducasse and Le Grill in Hôtel de Paris Monte-Carlo, Pavyllon, 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'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),
- 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 Societé 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.





- 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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