

MONTE•CARLO
SOCIÉTÉ DES BAINS DE MER




HÔTEL de PARIS
MONTE - CARLO



*The Art of Great Wine by Monte-Carlo
is celebrating its 150th anniversary*

PRESS KIT 2024

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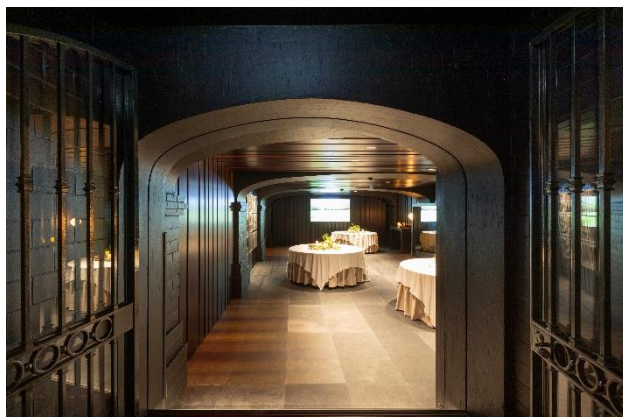
A new setting to host four ultra-exclusive dinners in 2024

The Art of Great Wine by Monte-Carlo Société des Bains de Mer is celebrating 150 years. Hidden beneath the foundation of Hôtel de Paris Monte-Carlo, the Wine Cellars are true jewels that tell the magical story of a unique and exclusive Resort. They are also the immutable witness to the group's history, for which they have played and continue to play a decisive role - a great and wonderful story of transmission and sharing.

Carved into the rock under the palace from January 1874, at the request of Marie Blanc, the Wine Cellars at Hôtel de Paris Monte-Carlo cover an area of 1,500 m² at a depth of 12 metres. The biggest hotel wine cellar in the world is home to over 350,000 bottles with almost 6,000 different labels, laid over 1.5 kilometres in a cool, silent atmosphere. The rarity of this completely unique wine collection has made it famous in every corner of the world.

A year of celebration in a changing décor

To coincide with the 150th anniversary, the Wine Cellars are getting a facelift and revealing the first stage in their metamorphosis: a new entrance and a new reception and tasting room, designed with the Moinard firm, able to welcome up to 39 people. The second phase is planned between November 2024 and March 2025.



Tasting cellar and reception room

These new spaces hosted VIP guests for a **high-flying private dinner, in association with the legendary Petrus estate, on 21 March 2024**, in the presence of Stéphane Valeri, CEO of Monte-Carlo Société des Bains de Mer, Jean Moueix, the owner of Petrus, Olivier Berrouet, winemaker at Petrus and Eric Simonet, Deputy CEO. After a tour of the Wine Cellars, the dinner took place in the intimate setting of the Princess Grace Diamond Suite, with exclusive tasting of the rare Petrus vintages and a dinner created by Dominique Lory, Executive Chef at Hôtel de Paris Monte-Carlo.

An exclusive dinner with Bordeaux Grands Crus Classés 1855 was also held on 5 April 2024. This exceptional moment began with a guided tour of the Wine Cellars by Executive Head Sommelier, Patrice Frank, to discover the incredible history of this magnificent place. Guests then enjoyed a six-course dinner prepared by Chef Yannick Alléno, paired with wines from some of the most prestigious Bordeaux Grands Crus Classés 1885 vineyards: Château Haut Brion, Château Margaux, Château d'Yquem and Château Cheval Blanc, brought together for the first time ever for this dinner. The experience was completed with a conference on “climate change and its effects on the Fine Wines of Bordeaux”.



Two other exclusive dinners will take place in the Wine Cellars as part of these celebrations:

11 June 2024: Tenuta San Guido - Bolgheri dinner, also created by Yannick Alléno and preceded by a Master Class with the sommeliers and a private tasting with Mrs Priscilla Incisa Della Rocchetta from the Tuscan vineyard Tenuta San Guido that produces the great Sassicaia.

7 November 2024: Moët Hennessy dinner, signed by Emmanuel Pilon, Chef at Louis XV - Alain Ducasse à l'Hôtel de Paris. Preceded by a tasting and a conference on “climate change and its effects on Champagne”, this dinner will bring this year of festivities to a close.

The Route des Grands Cru to show everyone the treasures of the Wine Cellars

From April to October 2024, guests at the restaurants in the Monte-Carlo Société des Bains de Mer Resort will be able to taste a selection of fine French wines by the glass, carefully selected by the Group's head sommeliers to complement the wine list. It is a unique opportunity to appreciate some rare and iconic wines, and to access the heritage of the Wine Cellars at Hôtel de Paris Monte-Carlo!

Café de Paris Monte-Carlo proposes wines from Provence, which, although known for its delicious rosé wines, also produces excellent wines, particularly with the Palette and Bandol appellations. These complex and comprehensive wines are fine and distinguished. Café de Paris Monte-Carlo also proposes a Burgundy wine from Domaine Louis Latour, whose vines cover the finest appellations from Côte de Beaune. Finally, it is also possible to find a perfectly mature Pauillac Grand Cru Classé.

The restaurants at Casino de Monte-Carlo invite customers to taste mythical wines from two of the most well-known regions: Burgundy and Bordeaux. Enjoying an international reputation, the Bordeaux region is the largest wine-growing region in France and one of the most prestigious thanks to its famous grand crus classés. This contrasting vineyard with varied soils is organised around three river routes: the Garonne, the Dordogne and their shared estuary, the Gironde.

Burgundy is also a historical vineyard, one of the oldest in France, sculpted in the Middle Ages first by monks and later the Dukes of Burgundy. Burgundy wines are appreciated for their elegance, complexity and ability to improve over time.

Hôtel de Paris Monte-Carlo offers the opportunity to discover three very distinct regions: Bordeaux, Alsace and the New World. Bordeaux wines are known and recognised as being the fruit of a long wine-growing tradition and ancestral know-how, offering a range of exceptionally high-quality wines that appeal to wine lovers all over the world. The various grape varieties for red wines produce elegant and complex wines with aromas of red fruits and a robust tannic structure.

Alsace, with a wealth of grape varieties, produces complex and fruity wines. Planted on a geological fault contributing to a wide variety of soils, the noble grape varieties (Riesling, Pinot gris, Gewürztraminer, etc.) strongly reflect the nuances of the terroirs, with unlimited ageing potential.

Wines from the New World, which refers to world regions where oenology was only discovered around 400 years ago, contrast with so-called Old World wines. One example is California, which produces increasingly successful, expressive and charming wines in large wineries.

At Hôtel Hermitage Monte-Carlo, wines from two exceptional regions are proposed: Burgundy and Languedoc. Two jewels of the wine-growing world with different particularities. Burgundy is known for its famous and prestigious wines, with aromas characterised by innumerable flavours and elegance. Although this grape variety has specific characteristics, these mythical wines reveal aromas of brioche, fruits and spices.

Languedoc is characterised by the diversity of its wines with a generous nature and no major imbalances, and of course a Mediterranean palette of aromas.

Monte-Carlo Beach honours mythical wines from Burgundy and Bordeaux. Wines from the Left Bank of the Bordeaux region, where Cabernet Sauvignon - the king of grapes - is often complemented with Merlot, Cabernet Franc and Petit Verdot, are characterised by powerful tannins, with a fine structure. Wines from the Right Bank of the Bordeaux region are characterised by a very large majority of, or even exclusively, Merlot in the blends, which makes them well-rounded, supple and flavoursome, with expressive aromas of red and black fruits, such as blackcurrant or blackberry, and a floral note similar to violet.

Burgundy produces wines that are equally as famous and prestigious, but with flavours characterised by innumerable aromas and elegance. Burgundy is also the quintessence of the notion of *terroirs*, called "Climats" here, which are extremely diverse (over 1,800) and the source of the immense variety of Burgundy wines.

Monte-Carlo Bay Hôtel & Resort invites customers to taste exceptional wines from the Rhône Valley and Burgundy. The Rhodanienne wine region has around 20 grape varieties. In red wines, Grenache, a majority variety, provides fruitiness, warmth and roundness. Syrah and Mourvèdre give a spicy aroma and a steady colour and structure, suitable for ageing. Cinsault provides finesse and is used to make rosé and fruity primeur wines. For white wines, 80% of the grape varieties planted is represented by Grenache blanc, Clairette, Marsanne, Roussanne, Bourboulenc and Viognier. Thanks to the blending of these different grape varieties, they combine aromas and freshness.

White wines from Côte de Beaune in Burgundy are among the greatest references in the world and reflect a mosaic of terroirs. Thanks to the richness of the Chardonnay grape variety, they offer finesse and edginess, opulence and tension.

A selection of iconic wines is also proposed at the Buddha-Bar Monte-Carlo and Thermes Marins Monte-Carlo.

The Grande Champagne Premier Cru de Cognac limited series in the Wine Cellars at Hôtel de Paris Monte-Carlo

To celebrate their 150th anniversary, the Hôtel de Paris Monte-Carlo Wine Cellars are reviving their original tradition of production to create the “Grande Champagne Premier Cru de Cognac”, a highly crafted XO Extra Old quality Champagne cognac. This old XO is exclusively composed of eaux-de-vie that come from the best fine Champagne locations such as Segonzac St Preuil and Bonneuil.



Many decades ageing in oak casks in cool, humid cellars were required to age the eaux-de-vie that compose this assembly in order to give it length and sweetness, with a rancio that can be detected from the very first sip.

Ugni Blanc, the variety used to create this exceptional beverage, endows this elixir with hints of leather and cigar cabinets that are characteristic of fine aged cognacs.

This cognac is both rich and balanced, revealing aromas of roasting and liquorice, to end on a long note of vanilla and toasted bread.

This unique world vintage is available since April 2024 in the bars at the Monte-Carlo Société des Bains de Mer Resort, the Wine Cellars at Hôtel de Paris and in the Casino de Monte-Carlo boutique.

The Art of Great Wine, a strategic asset for Monte-Carlo Société des Bains de Mer

The 150th anniversary of the Hôtel de Paris Monte-Carlo Wine Cellars are also the opportunity to celebrate the passion and talent of our cellar keepers and sommeliers who bring this heritage to fruition, whether in the heart of the Wine Cellars, or in the thirty restaurants and bars in the Resort.

In 2023, Monte-Carlo Société des Bains de Mer appointed Patrice Franck as Executive Head Sommelier for the group to provide cross-functional management of the strategic asset of Fine Wine . Patrice Frank was previously Head Sommelier of Hôtel de Paris Monte-Carlo, where he managed the three restaurants since 2000, including Le Grill. His brigade consisted of 14 sommeliers. Passionate about his craft, he is Master Sommelier of the Union de la Sommellerie Française and has been inducted into the Jurade de Saint-Emilion and the Confrérie du Franc-Pineau. He is also the founder and former President of the Association des Sommeliers Poitou-Charentes et Sud-Vendée. Since January 2008, he has been President of the Association Monégasque de la Sommellerie.

With a staff of over 30 sommeliers, the Monte-Carlo Société des Bains de Mer team is one of the biggest in the world. The Head Sommeliers are some of the most well-known:

- Noël Bajor at Café de Paris Monte-Carlo
- Maxime Pastor at Louis XV-Alain Ducasse à l'Hôtel de Paris
- Mathias Negro at Hôtel de Paris Monte-Carlo
- Frank Damatte at Hôtel Hermitage Monte-Carlo
- Gérard Veyrat at Monte-Carlo Bay Hotel & Resort

The wines are selected by a tasting committee, which gathers the cellar master and several sommeliers from the group. These tasting committee meetings create synergy between the various teams. In addition, they enable the cellar keepers and sommeliers to work together on the wine menus, drawn up according to the identity and style of each establishment to meet with our customers' varied needs and tastes.

As the world changes, the consumer changes too! The purchasing and renewal policy seeks constantly to anticipate customers' desires while holding on to the fundamentals which forge the exceptional character of the Wine Cellars: not to give in to fashion, but to anticipate and build on the wealth of our heritage and its rarity over time thanks to direct access to privileged estates and the links nurtured with wine-growers.

The Wine Cellars use their history to move forward and are a driving force within the Resort when it comes to researching new products, new appellations, new wine-growers, new world regions, new colours, etc., for a clientele for whom time is precious and which likes to discover wines that few people know, whether it's a discerning French clientele or Russian or Chinese clientele with a thirst for learning.

Burgundy is developing, the Rhone region is expanding. We are also witnessing a great evolution of white wine and Loire wines thanks to natural wines, and new wine-growers are arousing interest in Champagne. New regions, such as Jura, Savoie, Eastern countries like Georgia, and Mediterranean regions (Greece, Sicily / Etna) are now offering promising productions, as well as world regions such as Chile, California, New Zealand or South Africa. These countries do not have such a long wine-growing history, but they know how to change rapidly to consumer expectations and climate change. In-depth work is also being led on spirits, with limited editions of whisky, gin, Armagnac, etc., in connection with the launch of new festive venues in the Resort.

A training programme is also provided for maîtres d'hôtel and head waiters in all establishments to ensure service is in line with the Group's demands. The Wine Cellars have a less visible, but vital logistics role with 320-330,000 bottles of wine and Champagne uncorked and served, i.e. an average of 900 bottles per day!

The Central Cellar supplies some 40 points of sale with wine, Champagne, spirits and beverages, complemented by other storage areas with day cellars:

- Four casinos, including the legendary Casino de Monte-Carlo, and their restaurants.
- Four luxury hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort).
- 30 restaurants, four of which together have seven Michelin stars: Louis XV-Alain Ducasse à l'Hôtel de Paris, Pavillon-Yannick Alléno at Hôtel Hermitage, Blue Bay-Marcel Ravin, and Le Grill-Dominique Lory.
- Many bars and clubs, including the famous Jimmy'z Monte-Carlo and new festive venues, such as Maona Monte-Carlo.

During major events such as the Grand Prix, the logistical know-how of the Wine Cellars comes into full force. The cellar master, Gennaro Iorio, manages a team of around 10 cellar keepers. Regardless of their responsibility, each one has adopted the company's philosophy: respect ancestral know-how, never lose sight of the connection between the cellar and the restaurants, understand that this heritage, of which they are the custodians, is the fruit of the work of previous generations and is the working tool for future generations.

Portraits of Head Sommeliers



Two decades spent working with guests at Hôtel de Paris Monte-Carlo: **Patrice Frank** has been advising and accompanying guests in their choice of wine for a long time. He now approaches the art of oenology at source. As Executive Head Sommelier, which is a key role in the Resort, he is responsible for supplying the Cellars of Hôtel de Paris Monte-Carlo, a temple of excellence and expertise in wines and spirits, and the central cellar of Monte-Carlo Société des Bains de Mer.

<https://www.montecarlosbm.com/en/inspiration/interview-with-sommelier-patrice-frank-monte-carlo-resort>

In the Principality, oenology and sommellerie go together with expertise and excellence. Sommelier **Noël Bajor** is one of the greatest in his field. After 25 years of devoted collaboration and exchange with Alain Ducasse at the Louis XV – Alain Ducasse à l'Hôtel de Paris, he is embarking on a new adventure at Café de Paris Monte-Carlo. A real turning point for the famous Monegasque institution, which has enlisted services of this man for whom passing on his knowledge of listening, selection and service is of the utmost importance. His career, known and recognised by everyone, is a testament to the high professional standards, spiritual elegance and the poetry of the wines proposed by Monte-Carlo Société des Bains de Mer.



<https://www.montecarlosbm.com/en/inspiration/rencontre-noel-bajor-sommelier>

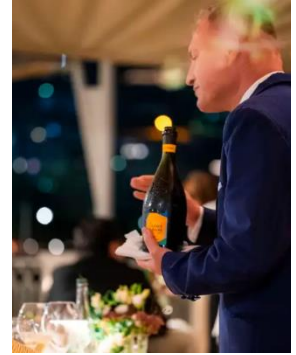


There's no doubt that curiosity, expertise and excellence are the watchwords of sommellerie at Monte-Carlo Société des Bains de Mer. These qualities have guided the Monegasque **Maxime Pastor** in his passion for the world of wine. Passion, but also humility and sharing. This is the philosophy of this Head Sommelier, just in his early thirties, who now works in the cellar and the prestigious dining room of the Louis XV – Alain Ducasse à l'Hôtel de Paris***.

<https://www.montecarlosbm.com/en/inspiration/interview-with-sommelier-maxime-pastor-monte-carlo-resort>

For Monte-Carlo Société des Bains de Mer, oenology and sommellerie are a matter of expertise and excellence. A philosophy that resonates from the wine Cellars of Hôtel de Paris Monte-Carlo to the Monte-Carlo Bay Hotel & Resort. This is where **Gérard Veyrat de Lachenal**, Head Sommelier of the Blue Bay Marcel Ravin** and the hotel's other restaurants, works on a daily basis with Chef Marcel Ravin and is the embodiment of sommellerie made in Monaco. A look back at a career built on authenticity, expertise and passion.

<https://www.montecarlosbm.com/en/inspiration/interview-with-sommelier-gerard-veyrat-de-lachenal-monte-carlo-resort>



Intuitive, curious and passionate about his job, **Franck Damatte** has been Head Sommelier at the Hôtel Hermitage Monte-Carlo for just over 10 years. It has to be said that his taste for excellent wines is a perfect match for the 5-star hotel's desire to satisfy a clientele of enthusiasts and connoisseurs.

<https://www.montecarlosbm.com/en/inspiration/interview-with-sommelier-franck-damatte-monte-carlo-resort>

Both in the iconic 'palace' hotel and in the wine Cellars of the Hôtel de Paris Monte-Carlo, Monte-Carlo Société des Bains de Mer combines demanding sommellerie with a belief in the importance of passing on knowledge, and generosity. **Mathias Negro**, Head Sommelier at the Hôtel de Paris Monte-Carlo, obviously shares this idea of excellence. He gives us a glimpse of a profession in the throes of change, far from the ethereal world we sometimes imagine. It's a demanding profession, where learning continues as long as the passion for wine lasts, and where excellence is proven day after day.

<https://www.montecarlosbm.com/en/inspiration/interview-with-mathias-negro-sommelier-monte-carlo-resort>



Gennaro Iorio is Cellar Master of the Hôtel de Paris Monte-Carlo. From Naples to Monaco... Itinerary of a man with a passion.

<https://www.montecarlosbm.com/fr/inspiration/rencontre-avec-gennaro-iorio-hotel-de-paris-monte-carlo>

The exceptional history of the Wine Cellars at Hôtel de Paris Monte-Carlo

The creation of Casino de Monte-Carlo in 1863 was the first founding act of Société des Bains de Mer and the heart of the "Resort" that businessman François Blanc wanted to develop. Around the Casino, new luxury places were built to rival with those of Paris, London or New York: the inauguration of Hôtel de Paris in 1864 and the opening of Café Divan in 1868 (which would become Café de Paris) marked the transformation of Plateau des Spélugues, where superb villas and gardens also began to spring up. The construction of the Thermes Marins in 1860 in La Condamine responded to another need manifested by the European aristocracy, which tended to stop in the health resorts on the Côte d'Azur to take the waters.

Marie Blanc and the birth of the Wine Cellars

Construction work on Hôtel de Paris began in 1859, and Marie Blanc, the wife of François Blanc, personally took care of the decoration. She chose the furnishings, estimated to cost 200,000 gold francs (furniture in ebony inlaid with gold strands, chandeliers from Venice), and the equipment. She also employed a well-known sommelier and cook for an exorbitant sum. The hotel and restaurant were inaugurated on 14 January 1864: 50 customers were able to taste the first meal at Hôtel de Paris for the price of five francs! But the hotel's management realised that the architect, Mr Godineau de la Bretonnerie, had omitted the wine cellars. It was no longer possible to build them underground, which was occupied by the kitchens and guests' bathrooms. Instead, space behind the hotel was dug to store the wines that had already been ordered (6,000 bottles of Bordeaux and 1,500 of Burgundy).

These hastily-constructed cellars soon turned out to be inadequate and ill-suited. They were really just a simple room in which to house a few barrels of wine. They had a poor reputation, were poorly ventilated and badly designed. The "Château Yquem" and "Château Lafitte" wines aged poorly. On several occasions, Marie Blanc was informed that the jewels of the cellars had gained in bitterness and tannin what they had lost in velvet. She decided to pay for the work required to build cellars worthy of the name from her own funds. Jules-Laurent Dutrou, architect of the Casino and of work on the Hôtel de Paris, and the sommelier went to visit the wine cellars of the Bordeaux region. They studied their layout and ventilation systems and, based on them, Dutrou dug the new cellars underneath the gardens next to Marie Blanc's house, underneath the current Excelsior Wing of Hôtel Hermitage.

The Wine Cellars at Hôtel de Paris would be the most sumptuous in France. Nothing was too good for them! The access door from Hôtel de Paris is topped with the date 1874. Nearly 100 specialised workers (stone cutters from Italy, labourers, bricklayers and carpenters) worked there for one and a half years. The caves were completed at the end of 1875, after 17 months of work. Built into the rock, they are divided into several cellars with centuries-old vaults. Their precious content is sheltered from all the hustle and bustle, noise and smells, at a constant temperature as close as possible to 11°C / 13°C, and with a hydrometric degree of 75%. They offer the perfect conditions to store wine, cover an extremely vast area (1,500 m²) and can house between 300,000 and 350,000 bottles. From then on, Château d'Yquem, Château Lafite, Saint-Estèphe, Château Calon-Ségur, Pommard Rugiens and others graced the tables of the Belle Epoque's finest staying in Monte-Carlo.

The twists of the Second World War

In the next century, the Wine Cellars experienced a number of adventures. During the Second World War, they were at risk of being pillaged. When France was defeated in 1940, to protect the best vintages and wines from France and Europe, as well as the rarest Champagnes, liqueurs and spirits, the cellar master had the idea of hiding them behind a wall of seven rows of empty bottles at the back of the cellar. This stroke of genius saved, among others, prestigious bottles such as "Château Bel Air Marquis d'Aligre 1850", "Château Gruaud Larose 1874", "Château d'Yquem 1890", "Château Léoville Poyferré 1895" in magnums, "Château Margaux 1920" or jeroboams of "Château La Mission Haut-Brion 1920" and "Château Lafite Rothschild 1937", along with brandies, Dames Jeannes of Armagnac and Cognac, silverware from Hôtel de Paris and money belonging to a Russian customer. Despite the 10 metres of earth on top, the cellar master went down after every bombardment to check the state of the cellar.

In October 1945, in honour of the British Prime Minister and in his presence, this thick wall, against which so many indiscreet pistol butts had collided, always in vain, was destroyed. On the occasion, Sir Winston Churchill was guided through the wine cellars by Mr Brigasco, who explained its pre-war role, the blending that took place on-site, the journey of the wines, etc. In the pale light, he glimpsed barrels, handcarts, part of a cast-iron corker, etc. Churchill was the first person in years to taste one of the best Cognac Grande Champagne from before the war. He also had the privilege of tasting the nectar of an authentic "Roi de Rome 1811" vintage bottled by Maison Sazerac de Forge & fils in Cognac and religiously preserved.

The legend continues

Until 1970, the cellar keepers received, by the dozen, 225-litre barrels of Bordeaux, tightened the hoops on barrels, racked, washed and bottled.

The cellar was put under the protection of the Patron Saint of Wine-Growers, Saint Vincent, celebrated on 22 January (Vincent = "vin" for the fruit of the vine and "cent" for "sang", meaning blood). A small statue of the Saint watches over the premises. Along the visit, old objects act as a reminder of the ancestral work of the cellar keepers: capping machines, carts that are still used to transport bottles from the cellar to points of sale. The many bottles are delicately arranged on 1 km of racks. The wines are classified in two categories: "to age" and "to drink". All wines in wooden cases are in the ageing process. The Romanées-Conti en Bourgogne wines thus sit alongside the Châteaux d'Yquem, Pétrus, Ausone, Cheval Blanc, etc. After a period of time which is specific to each estate and its vintage, the wooden cases are opened. The bottles are then laid peacefully on shelves.

The tour of the wine-growing regions leads us to the legend of the prince's cellar, once reserved exclusively for events of the prince's family. A happy event took place here on 17 April 1976: the princely couple, H.S.H Prince Rainier III and H.S.H Princess Grace, celebrated their 20th wedding anniversary with a gastronomic dinner in the cellars. Today, this cellar is the haven for an eloquent royal stock.

Further along the labyrinth is a "chapel" enclosed by an imposing black gate. "The journalists' corner" with its Pétrus and other Yquem wines staged to satiate the need for images. There is a space for curiosities too, for Princess Caroline's collection which occupied the premises before it had to be moved. The journey continues through a long corridor containing items from many other countries. Double magnums are rare. Half-bottles account for 5%.

The creation of the Marie Blanc Museum and the Cellar Masters' Guild of the Hôtel de Paris Wine Cellars

In 1990, Cellar Master Gennaro Iorio created the Marie Blanc Museum, where very old and rare vintages that are not for sale are stored, forming part of the heritage of Société des Bains de Mer. The oldest "non drinkable" bottle does not have a label, but "Défendu d'en laisser" (which means "it is forbidden to leave a drop in this bottle") is engraved in the glass. A 1973 Mouton-Rothschild labelled with Picasso alongside a 1941 and 1945 Petrus, an Yquem from 1890. Another Mouton-Rothschild from 1945, eight hundred bottles of which were purchased from the same lot and offered on the menu for the modest sum of 5,000 francs in the 1990s, next to a Napoleonic Cognac from 1804, is valued at €25,000.

Prince Louis de Polignac, President of Société des Bains de Mer from 1970 to 1982 and mentor of Prince Albert, created the Cellar Masters' Guild of the Hôtel de Paris Wine Cellars. The "House of the Cellar Masters" has many stories to tell. VIPs, such as Hollywood actors, inducted during memorable parties, are part of the history.

In 1985, a prestigious cellar was built in red brick with oak beams and a terracotta floor. It has glass cases and pedestals containing the cellar's most beautiful and oldest bottles. This place is used for tastings, receptions and sometimes private lunches and dinners. H.S.H Prince Albert celebrated his 28th birthday here on 14 March 1986 in the Chai d'Honneur in the Central Cellar.

Wine at the heart of know-how of Monte-Carlo Société des Bains de Mer

In 1989, a tasting committee was created, gathering for the first time buyers, cellar keepers and head sommeliers from each establishment. In total, 14 people who meet to carry out blind tasting with the aim of creating a connection between the purchasing and selling policies and to make the teams perform better. Blind tasting by a committee of professionals provides the assurance of complete objectivity and less risk of making a mistake about quality. These tastings are also part of sommelier training to improve their knowledge. In general, two or three wines are selected with every tasting session. Customers have become fine connoisseurs; we have to be able to meet their expectations and offer them interesting wines. The committee is dedicated to diversifying the ranges to reflect the current economic climate, and the cellar offers excellent wines today at reasonable prices.

In 1990, the Cellar of Old Vintages, which features on the wine lists of our establishments, was created. In 1993, the hall of the cellar was renovated and the following year, the Cellar was enlarged by around 400 m², with the creation of a maturing cellar and a tasting cellar.

A "professional" tasting room was created at the end of the 1990s to forge an even closer link between the purchasing and selling policies.