

La Société des Bains de Mer & Alain Ducasse

are pleased to present

bar & bœuf
restaurant bar

Le Sporting - Monte-Carlo

Open May 18th -September 17th 2005

bar & bœuf
Le Sporting - Monte-Carlo
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Press Release

bar & boeuf

restaurant bar

On 18th May, the bar & boeuf reopens its doors in the very heart of the Sporting-Monte-Carlo. Let yourselves be tempted by this adventurous & amazing restaurant... a celebration of the harmonious combination of tradition & modernity, of the earth & the sea.

In a decor where shadows & light play clever tricks, where transparency & opacity reign, manager greets you in a convivial & warm ambience. The raised tables & elegant stools, designed by Philippe Starck, are in their very selves a festival of shapes & colours & encourage visitors to make the most of the unique panorama.

Here, the client can see everything: The wine cellar & mineral water wall displayed behind huge glass panels, the elegant marble & stainless steel open-plan kitchen, the enchanting gardens surrounding Jimmy'z & the magical Mediterranean under the starry skies.

Chef Philippe Gollino's simple yet refined cuisine offers a myriad of sea bass (*bar*) & beef (*boeuf*) dishes with amazing Mediterranean touches. You can also savour our Local vegetables, some cooked in a cocotte & others raw, crushed small broad beans with extra virgin olive oil. The heart of sea bass fillet cut in two lengthways, & served with a tasty Sicilian-style condiment, is really worth the trip.

The head sommelier takes you on a journey to faraway horizons: The wine list featuring more than 200 references—something of a voyage around the world—is based on two grape varieties... Chardonnay & Syrah.

To finish on a sweet note the pastry chef proposes highly unusual & fruity desserts such as the unexpected Raspberry pastilla, served with crushed pink pralines and a fresh “mint tea” sorbet ; & the astonishing “Insolite” consisting of delicious Carambar ice cream, Corona/lime sorbet

Barman will prepare for you his famous bar & boeuf Mojito champagne cocktail... a sparkling invitation to a long balmy summer evening.

In order to taste these gourmet delights cooked up in truly remarkable surroundings, the bar & boeuf is an absolute must... to be relished without moderation.

PRESS OFFICER

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bar & bœuf, a crystalline world between Sea & Dry Land

bar & bœuf has been designed to be an EXCEPTIONAL place :

EXCEPTIONAL : its architecture is entirely open-plan & offers fabulous views of the Sea & the glittering lights reflected in the Bay of Monaco..

EXCEPTIONAL : its location in the very heart of Le Sporting - Monte-Carlo, a legendary “must” when savouring Monaco-by-Night. The new decor is propitious to exchanges & communication between the different locales & promises a greatly convivial ambience.

Four different entrances place the restaurant right in the centre of Le Sporting - Monte-Carlo : & in addition to the outside entry, not only can guests enter from the Salle des Etoiles & the Salle des Palmiers, but they also have direct access from Jimmy'z discotheque.

EXCEPTIONAL : its kitchens, designed by Paul Valet as a temple of well-being, are a veritable research laboratory concentrating on the two chosen ingredients, selected because of the many ways in which they can be prepared. The kitchens' open plan makes it into something of a theatre staging a unique show : a blend of state-of-the-art techniques, lighting effects & an avant-garde treatment of the materials.

EXCEPTIONAL : the original interpretation of a modern cuisine thanks to its simple and pure design, & through the menu, & through the kitchens, & of course through the bar & bœuf.

Inside, five red columns punctuate the expanse & give a flourish of colour to this refined world. The chefs work right in front of you in an area made up of two distinctive sections; one for preparing the *bar* (Sea Bass), & the other for the preparation of the ... *bœuf* (Beef).

The cellar for red wines & the cellar for white wines & whole walls of mineral water have nothing to hide.

On the terrace, overhead masts like swinging booms stretch towards the skies.

The interior furniture has been designed by Philippe Starck : raised tables made of mahogany-coloured wood & featuring white Carrara marble tops, their ecru-coloured cotton & linen covers allowing you just a glimpse of the delicate base.

Guests may sit comfortably on elegant stools at the bar or at a table whilst enjoying the panoramic views.

Special attention has been given to the ladies' need for their handbags never to be very far away ... the bags can be hung from hooks under the table.

The glass-walled private salon is an extension to the area & can offer both transparency & privacy. It can seat 15 guests in comfortable leather armchairs & - should the diners so wish - the room can be made completely private by the use of drapes.

In this evening restaurant, special attention has been paid to the lighting effects produced using a combination of both traditional & modern styles. Optic fibres & candles nestling in lamps create a soft ambience to accompany the night-birds on their pleasing flight through the balmy night.

bar & bœuf, a kingdom of duos

BASS OR BEEF?

Fish or Meat ?

There is one answer only to this question : bar & bœuf.

Fish : The Sea Bass meat is firm & white & highly coveted. Just a few hours before being served, the fish are caught off the Breton coast or in the waters of the Mediterranean—& at that time are known as sea perch.

Meat : The meat of the ox - a descendant of the auroch - is very nutritive. We believe in proposing only the very best, so we have chosen french beef because of its marbled & tender flesh & - depending on the seasons & the maturity of the meat - Beef from the following races: Norman, Salers & Chalosse. Since time guarantees the taste & the tenderness of top quality meat, it is left to mature for three weeks before being served.

On the initiative of Alain Ducasse, the menu features these two very noble victuals cooked & prepared in a multitude of different methods - from the most traditional to the very modern. Cooking with an electric spit-roaster, à la plancha, grill, wok, steamer, cocotte & by induction creates the richness of the menu woven solely around these two ingredients. The chef's talent adds masterful techniques & a sense of creativity to the myriad of dishes made exclusively with this carefully selected fare : bar & bœuf.

The open-plan kitchen - created by Paul Valet - enables the diners to watch the chefs preparing the repasts.

"On the spot" preparations, quick cooking, & the addition of the different seasonal vegetables for each dish allows the clients' gourmet needs to be satisfied whilst respecting the requirement for healthy eating.

The menu is made up of two sections, one featuring the Sea Bass, & the other featuring the Beef. As the summer goes by, it changes : every month is an opportunity to discover new dishes.

The selection of starters includes both uncooked & cooked hors d'œuvre & stakes on originality with the Tapas style "top starters", Spanish flavours, or the famous Tomato & tomatoes, served with tomato sorbet & gaspacho.

The dishes reveal their method of cooking (plancha, steam & spit-roasted for the Sea Bass, & plancha, wok, cocotte & spit-roasted for the Beef) in seven steps.

The Whole pieces are served for two people : the Sea Bass is grilled, then cooked in a cocotte, with artichoke in a saffron-flavoured barigoule ; the Beef can be served in one large piece, as a scrumptious grilled rib, garnished with macaroni cooked au gratin.

On their tables, the diners will find three condiments enabling them to season their food as they wish & in accordance with their own preferences : cucumber sauce with yoghurt for a light touch, an "*anchoïade*" for a sea breeze, & a peppered hoummos for a Mediterranean taste.

At the end of the meal, freshness & origanil have inspired Olivier Berger —pastry chef of Le Louis XV restaurant—to create desserts such as the "Traou Mad", greedy madness of cherries, pistachio ice.

The kitchen brigade is headed by Philippe Gollino who worked with Franck Cerutti, chef de cuisine of Le Louis XV Alain Ducasse. The service in the dining room is orchestrated by David Perrin.

CHARDONNAY OR SYRAH ?

Exactly in the same way that the menu has been developed around two ingredients only, Sea Bass & Beef, Gérard Margeon - Alain Ducasse's head wine waiter - has come up with a wine list offering just two names : Chardonnay & Syrah.

Both of these varieties of wine are the mainstay, so to speak, of the list that proposes some 200 references from all over the world & - here's yet another idea with a difference - that are listed by country with 60% foreign wines & 40% French wines.

Imaginary journeys & discoveries are made possible by the tasting of wines served by the glass each day. The sommelier takes you along a make-believe path leading to the discovery of these amazing wines.

A selection of top quality beers from all four corners of the earth, European mineral waters, rare whiskies & liqueurs enhance the two wine lists & will accompany you throughout the night.

AT THE BAR OR AT A TABLE ?

Here, the guests can choose to dine either at the bar or on the terrace, or even seated at one of the raised tables inside enabling them to delight in the kitchen "show".

For the bar, designer Patrick Jouin has created Wave; a white & satin-look faïence set manufactured by the Faïenceries de Gien. In this object - with its rounded wave-like contour - are placed successively a bowl & a dish. The crest of the wave forms an elegant & stylish holder for a knife.

According to the time of day, the tables are covered with - or peep out from underneath - Porthault table sets. White Bernardaud porcelain & Christofle cutlery snuggle up alongside glasses & coloured lamps.

The meat-eaters cut their Beef with a folding "Fauve" knife created by Hervé Rivoalland & consisting of an ebony handle & a Swedish steel blade.

bar & bœuf from A to Z

- A like Access
From avenue Princesse Grace, take the private road leading to
Le Sporting - Monte-Carlo
Private car park
Car valet from 11:00 pm onwards
- B like bar & bœuf cocktail
Mojito champagne revisited by Benjamin Noël — restaurant specialty
- C like Cooking
The open-plan kitchen allows guests to watch the Beef & the Sea Bass
evolve from a raw to cooked state
- D like Duos
Two products, Beef & Sea Bass
Two sets of cooking utensils in the kitchen : one set for the Sea Bass,
another for the Beef
Two wine cellars
Two varieties of wine are honoured : Chardonnay & syrah
- E like Extravaganza of Water
An impressive wall of mineral waters is to be found at the entrance
- F like "Fauve"
The knife used for cutting the Beef
Hervé Rivoalland created this folding knife (like a pen-knife)
- G like Glaces (ice cream)
Highly unusual ice cream is proposed at the end of the meal : Carambar

ice cream, Corona/ lime sorbet

H like

Hours

From 8 o'clock in the evening until 1 o'clock in the morning

Except on Mondays in June & September 2005

Open May 18th - September 17th 2005

I like

Intimité (privacy)

The private room can seat 15 guests

J like

Jardins (gardens)

Luxuriant vegetation is omnipresent on the terrace that is bordered with aromatic plants & surrounds an olive tree

K like

Kamikaze

Kamikaze cookery which dares to & takes the risk of using only two ingredients

L like

Light

Optic fibres & candles nestling in lamps create a soft ambience

M like

Methods of cooking

From raw to cooked by steaming, spit-roasting, cooking à la plancha, preparing in a wok...

N like

Nights

Choose from restaurants, shows, a discothèque & gaming rooms: summer nights Monaco-style at Le Sporting - Monte-Carlo

O like

Objects & those special little extras

Note pads & pencils are placed on each table for writing billets doux or exchanging an address

bar & bœuf aprons for cooking at home
bar & bœuf memory joggers to write down that absolutely-must-have-it
recipe
bar & bœuf ties

P like

Pain (bread)
Cereal bread, olive bread, Kamut bread (old-fashioned cereal rich in
proteins, butter & walnut flavour)
The bakers at the Boulangerie de l'Hermitage in Gonfaron in the
hinterland prepare these breads using carefully-selected ingredients
(biological flour, Guérande top quality salt, natural yeast)

Q like

Quarters of Beef & Sea Bass prepared using a myriad of methods

R like

Recognition
Our grateful thanks are extended to each & every team member having
contributed to the birth of bar & bœuf.
Hélène Samuel (Spoonfool) for her part in the conception of the project
Patrick Jouin for creating Wave, the faience set
Hervé Rivoalland for creating the visual identity of bar & bœuf & the
Fauve knife
Georges Feghaly for designing the waiters' uniforms

S like

Philippe Starck
The celebrated designer responsible for the Neoz sofas, tables & stools in
the restaurant

T like

Tariff : on average 72 €/person (not incl. wines)

U like

Uniforms
In the dining room: the waiters sport a contemporary version of the
brasserie uniforms : large white or red with stripes aprons, leather necktie,
different colours silk ties with bar & bœuf logo, designed by Georges

Georges Feghaly.
In the kitchen : bar & bœuf black caps

V like

Varieties of Wines
Listed by wine - Chardonnay & Syrah - as an echo to the Bar & Bœuf menu

W like

Whiskies
The selection of whiskies includes some rare bottles such as the Johnny Walker Blue Label 60 years of age

X like

X Americans
Beech wood tray stand that the waiter sets up when he is ready to serve & then folds away as soon as he has finished

Y like

You've just gotta come here !

Z like

Zen, like a delightful evening at bar & bœuf