

SOCIÉTÉ DES BAINS DE MER

MONTE CARLO

Monaco Beer Festival Oktoberfest 2005

Café de Paris

To celebrate the 100 year anniversary of the "Bière de Monaco", a marquee has been set up on the terrace of the Café de Paris to mark the occasion with a traditional Bavarian "Oktoberfest". The Société des Bains de Mer will host the festivities in partnership with the Bavarian State brewery Weihenstephan, represented in Monaco and France by T.A. Distribution S.A.M.

Weihenstephan, originally founded by Benedictine monks and formally permitted to brew beer since 1040, is today the oldest brewery in the world. Over the years, its slogan has remained "quality over quantity".

In 1905, a brewery was established in Fontvielle to produce the now famous "Bière de Monaco". At the time, the brewery stood next to chocolate, noodle and biscuit factories. In 1972, Mr Roger Barbier and his partners sold the brewery to the Union des Brasseries in Marseille, which was subsequently purchased by Heineken.

The opening ceremony is scheduled for 7 pm on October 21 in the presence of Prince Albert II of Monaco. It faithfully reproduces the Munich original. Indeed, a ministerial delegation of the State of Bavaria led by the Bavarian Minister of Science, Research and Arts arrives on the Place du Casino in a typical coach drawn by 4 horses. Both Bavarian and Monaco (La Palladienne) musicians and dancers accompany the parade. On a stand erected in front of the marquee, the start of the festivities is marked by the Monaco authorities ceremonially piercing the traditional first barrel of beer. At 8 pm, the doors to the marquee are thrown open to welcome the first Oktoberfest celebrants.

Inside the marquee, a Bavarian folk group of musicians and dancers will provide entertainment every evening until October 30, 2005. For 10 days, a team from the famous "Bräustüberl" – a restaurant, which for over 100 years has been located within the confines of the brewery on the Weihenstephan hills north of Munich – will work in close collaboration with Jacques Lambert, chef of the legendary Café de Paris, to produce food that is both typical and of the highest standard. A special menu offers a variety of dishes, which are not only traditional, but tasty and healthy. A whole range of ingredients are to be imported for the occasion. As for the marquee, it is decorated in the colours of Monaco and Bavaria, alternating red and white and blue and white lozenges.

In addition, the festivities offer an opportunity for T.A. Distribution S.A.M. to introduce T.A. XAN AG's "Xan Wellness", a new brew produced in partnership by Weihenstephan and the technical university of Munich in Freising. This is a delicious

beer-shandy consisting of 60% fruit juice and 40% alcohol free wheat beer enriched with "xanthohumol", a polyphenol naturally present in hops with proven effectiveness as free radical scavenger.

At 8 pm, after the opening ceremony on the Place du Casino and within the overall celebrations entitled "Monaco fête la bière" (Monaco celebrates beer), the Chope d'Or gala opens its doors in the Salle Empire of the Hotel de Paris. This prestigious event, organised by the association Brasseurs de France (brewers of France), brings together on an annual basis the members of the fraternity of the Chope d'Or with a view to promoting and defending those cultural and culinary values most closely associated with beer. After an introductory cocktail, the chef of the Salle Empire, Mario Muratore, plans to enchant the guests with original and subtle recipes marrying haute cuisine and beer.

To conclude, a little bit of history : the Munich Oktoberfest is probably the most important and best know festive occasion focussing on beer in the world. It was celebrated for the first time in October 1810, on the occasion of Crown prince Louis of Bavaria's marriage to Princess Theresa of Sachse-Hildburghausen. The site where the event took place was renamed Theresienwiesen (Theresa's meadows) in honour of the bride. As the festivities are still held in the same location, they are commonly referred to as "Wies'n". Since Munich in October can be afflicted by poor weather conditions, the biggest beer party in the world, has – in fact – been brought forward to September.

Reservations :

CHOPE D'OR, October 21, 2005 and **OKTOBERFEST** from October 21 to 30, 2005