



**BARRIÈRE ANNOUNCES ITS PARTNERSHIP WITH BEEFBAR,
RICCARDO GIRAUDI'S RESTAURANT CONCEPT**

**Hôtel Barrière Le Carl Gustaf Saint-Barth will welcome the group's first Beefbar restaurant
from 1st November 2023**

Paris, 28th September - Groupe Barrière announces its agreement with Beefbar, a contemporary steakhouse concept. Created by Riccardo Giraudi, its restaurants have been delighting an international and trend-setting clientèle for almost twenty years in some of the world's most sought-after luxury destinations. This partnership's first joint-venture will be the opening of a Beefbar restaurant in Hôtel Barrière Le Carl Gustaf Saint-Barth on the 1st of November.



Working with a strong contemporary brand that is acclaimed by a young, international clientèle demonstrates Barrière's new ambitions and its desire to expand alongside leading international stakeholders and brands.

The group's growth and development strategy focuses on performance and quality, in line with the expectations of an international clientèle for whom points of reference are important when travelling. And this is exactly what Beefbar and its founder Riccardo Giraudi, who created one of the most sought-after international restaurant concepts in 2005, can offer. With its new take on the traditional steakhouse, this exceptional meat specialist has successfully expanded its concept into 24 restaurants around the globe, from Hong Kong to Sao Paulo, as well as Milan, Paris and Dubai. Combining exceptional produce, ambiance and décor, Beefbar has made a name for itself as an easily recognisable, strong brand.

The Beefbar experience is a perfect match for Hôtel Barrière Le Carl Gustaf Saint-Barth and the expectations of its clientèle. Beefbar rounds off the hotel's service offering, which already showcases

well-known brands with the Shellona beach restaurant and spa Diane Barrière, in conjunction with Biologique Recherche.

Julien Huel, Barrière Hotel and Restaurant Managing Director: *«The partnership with Beefbar demonstrates the expansion of our offering towards strong concepts and new collaborations with famous chefs and international restaurant brands. It reflects our desire to increase the appeal of our destinations, hotels, and restaurants, whilst building customer loyalty with a new customer base. We look forward to seeing Beefbar put its stamp on the restaurant in one of our most exceptional destinations.»*

Riccardo Giraudi : *«I've always loved this island. It's a haven of peace, an idyllic destination. I've been lucky enough to visit it several times and I often open restaurants in places that I know. I need to understand a place to be able to adapt the brand, whilst maintaining its DNA, and create a unique experience. I am delighted to be working with groupe Barrière on this new opening.»*

About Beefbar

Launched in Monte-Carlo in 2005, the «haute couture» Beef Bar breaks with the rigid codes of traditional steakhouses, thanks to its distinctive character, modern luxury and 360 degree experience. In the kitchen, head chef Thierry Paludetto works closely with Riccardo Giraudi to create incredible dishes that are simple but full of flavour. The group's first restaurant, Beefbar Monaco, opened almost twenty years ago, taking the number 1 position on the «World's 101 best steak restaurants» list in March 2023.

In 20 years, Beefbar has made a name for itself as an internationally-renowned luxury brand thanks to two unique skills. Firstly, the cooking methods, developed to render the meat tender, with the delicate flavour of braised beef. And also the origin of the meat. Sourced from the most exceptional breeds from around the world, including American and Australian Black Angus and Wagyu, as well as Japanese Kobe beef (to which Riccardo Giraudi has exclusive rights for the whole of Europe, importing 300 cows every year), to offer unrivalled flavour and texture to the most discerning taste buds.

A propos de Barrière

Présidé par Alexandre Barrière et Joy Desseigne-Barrière, le groupe Barrière a été fondé en 1912 par François André et développé successivement par Lucien Barrière, Diane Barrière et Dominique Desseigne. Depuis ses débuts, le Groupe a développé des offres sans équivalent dans le domaine des loisirs haut de gamme, fondées sur le souci de l'excellence opérationnelle, de la qualité de service, et de l'art de vivre à la française. Il regroupe aujourd'hui 32 Casinos, 1 Club de Jeux, 19 Hôtels de luxe implantés dans des destinations uniques participant à leur renommée internationale. Il compte aussi plus de 150 restaurants et bars, dont le célèbre Fouquet's sur les Champs-Élysées, marque française emblématique née en 1899 et présente aujourd'hui à New York, au Louvre Abu Dhabi et à Dubaï. Au sein de ses établissements, le Groupe propose par ailleurs près de 3 500 spectacles et animations par an. Barrière compte près de 7 000 collaborateurs et son chiffre d'affaires s'est élevé à 1,29 milliard d'euros pour l'exercice clos le 31 octobre 2022. Barrière est une marque sous laquelle sont commercialisées les activités de deux Groupes distincts : Groupe Lucien Barrière (GLB) et Société Fermière du Casino Municipal de Cannes (SFCMC).