

MEDIA ALERT



Le Grand Saint Rosé Sparkling Vodka & Hotel Metropole Monte Carlo - present ODYSSEY, a grand unveiling June 11th, 2013

June 1, 2013 -- Hotel Metropole Monte-Carlo is a 5-star *luxurious palace* named "**Best Hotel in World**" and recognized as "**The Best in Europe**". On June 11th, 2013 Hotel Metropole Monte-Carlo proudly unveils to the world the grand opening of **ODYSSEY**, a premiere showcase of the outer premises of the palace, a one of a kind architectural collaboration with a hotel. The exquisite design that is comprised of a restaurant, pool and lounge area and was commissioned by iconic legendary designer "**Karl Lagerfeld**".

ODYSSEY's design theme reflects the legendary 'Ulysses' voyage, as depicted by *Karl Lagerfeld* – it is an architectural delight that will allow its guests to live within the imagination of mythical godliness. Le Grand Saint Rosé hosts **ODYSSEY** with its seductive elixir, which also tributes its flavor from natural ingredients of blackcurrant, raspberry and French vanilla. Le Grand Saint Rosé is a celebratory drink perfectly fitting for this masterful event in Monte Carlo.

Le Grand Saint Rosé is committed to deliver extraordinary quality with uncompromising standards. Le Grand Saint Rosé is produced in the North of France, made from the finest winter wheat and the clearest naturally filtered water. Five times carefully distilled, triple filtered, with activated carbon and diamond dust filters ensuring its distinct freshness and seductive taste. Combining the elegance of the bottle with the label's signature fleur-de-lys authenticates the uniqueness, which is outstanding in the market.

Le Grand Saint USA will have its exclusive bar team from Berlin serving guests in attendance with a variety of amazing specialty cocktails such as Rosé Royale, Rosé Tonic & the Pink Riviera created by Mickaël Bellec, Chef Barman of the Hotel Metropole. The variety of Le Grand Saint Rosé specialty drinks include fresh fruit and all natural ingredients from fresh ginger, rose petal jam and muddled berries.

Celebrity guests confirmed to attend the grand opening on behalf of **Le Grand Saint** include celebrity **Fernanda Brandao**, named "Sexiest Woman Alive" by FHM. Her accolades have included celebrity hosting of "Deutschland sucht den Superstar" and the spokesperson of **Puma** for women 2016 World Olympics. Celebrity **Dirty Dutch EDM Pioneer DJ Gigahurtz** (USA) has composed an original sound mix just for the event.

Le Grand Saint Rosé Sparkling Vodka is distributed in the United States by the nation's largest wine and spirits distributor, Southern Wine & Spirits of America.

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