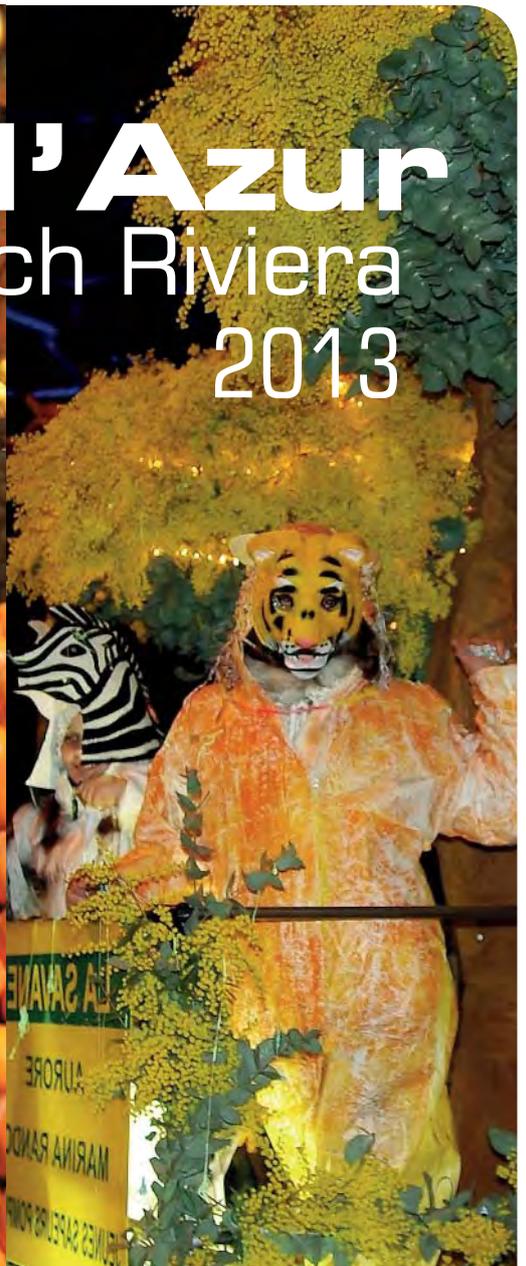


# Côte d'Azur

## French Riviera

### 2013



PRESS KIT  
Winter Festivities  
on the French Riviera!





## THE FRENCH RIVIERA WINTER SUN

Fashions always come round again! The arguments in favour of the French Riviera as a winter destination are as true today as ever, thanks to its mild climate and beautiful light, the acid colours of the flowers and magnificent gardens. It is not a question of nostalgia but a reminder that this sun-drenched land is within easy reach in winter and summer alike.

In February, mimosa covers the hills, the citrus fruit is at its best and festivities, parades and processions take place all along the Mediterranean against a backdrop of snow-capped mountain peaks. A perfect postcard embellished with confetti, fruit-filled gardens, the sea and azure sky.

Winter on the French Riviera is coloured by this gentle way of life and we invite you to share it.  
**ROLL ON WINTER ON THE FRENCH RIVIERA!**



- 
- **20 days of entertainment – Over 40 parades and battles of flowers – Nearly 100 troupes performing in the streets.**
- 

### NEW IN 2013!

#### ▶ AN OPEN CALENDER

For the first time, the Nice, Menton and Mandelieu Tourist Offices have been working closely to coordinate the calendar of winter festivities. As a result, local people, visitors and tourists will be able to enjoy parades, processions, activities and exhibitions to the full during the three weeks of events that will enliven February.

#### ▶ THREE CELEBRATIONS IN ONE HOLIDAY

Each Tourist Office has also prepared accommodation propositions - in the shape of packages - where visitors can stay in one of the three towns and benefit from admission to the three events: Nice Carnival (Carnaval de Nice), Lemon Festival (Fête du Citron® de Menton) and the Mimosa Festival (Fête du Mimosa de Mandelieu).

You will find details of these packages at the end of this Press Kit.





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# WINTER FESTIVITIES ON THE FRENCH RIVIERA

**Nice Carnival** (Carnaval de Nice) ● **Lemon Festival in Menton** (Fête du Citron®) ● **Mimosa Festival in Mandelieu-La Napoule** (Fête du Mimosa)



For over half a century, the French Riviera has been the favourite February meeting place for families and everyone else who enjoys the popular, happy events that enliven the Riviera coast: the Nice Carnival, the Lemon Festival in Menton and the Mimosa Festival in Mandelieu-La-Napoule...

People get together to watch processions of floats, battles of flowers, carnival parades...

Mimosa - Yellow - Flowers -  
Festivities - Masks  
Procession - Miss - Citrus -  
Delicacies -  
His Majesty the King  
Parade - Sun - Sea -  
Promenade des Anglais -  
Children - Streamers

Visiting farms and gardens, hiking in the protected Estérel Massif, sampling local festive produce and meeting artisans, can enrich the days...

A whole range of activities for spending time as a family or among friends, with a yellow and blue backdrop, among the flowers and scents of the seaside...

## DATES IN 2013

### NICE CARNIVAL (CARNAVAL DE NICE)

**15 February to 6 March**

Theme: King of Five Continents

[www.nicecarnaval.com](http://www.nicecarnaval.com)

### LEMON FESTIVAL (FÊTE DU CITRON® DE MENTON)

**16 February to 6 March**

Theme: Around the World in 80 Days

[www.fete-du-citron.com](http://www.fete-du-citron.com)

### MIMOSA FESTIVAL (FÊTE DU MIMOSA DE MANDELIEU)

**15 to 24 February**

Mimosa celebrates tales

[www.ot-mandelieu.fr](http://www.ot-mandelieu.fr)

### FAMILY EXCURSIONS IN THE DEPARTMENT

**1 to 3 March**

Cannes - International Games (Festival International des Jeux)

**9 and 10 March**

Tourrettes sur Loup - Violet Festival (Fête de la Violette)

**During the February school holidays**

Villefranche-sur-Mer - battles of flowers on the water (Batailles Navales Fleuries)



## • HOW IT ALL BEGAN...

- From the end of the 19<sup>th</sup> Century, the French Riviera became THE place to spend the holidays for the European and Russian aristocracy.
- The cultural and artistic world also took over the French Riviera, feeling it was delightfully sophisticated and elegant. These wealthy figures, sometimes botany enthusiasts, wanted to make their stay even more exotic while seeking mild winter weather and so they introduced new plants into their sumptuous Mediterranean gardens, creating outstanding displays. At the same time, technical progress allowed flower growing to develop. The renown of flowers in the Alpes-Maritimes spread and many prestigious events celebrated it. It reached a point where its fruit and flowers became the emblem of the French Riviera at the world fairs in the first half of the 20<sup>th</sup> Century: The decorative Arts Exhibition in Paris 1925 and The Paris International Exhibition in 1937.
- After the First World War, improvements in transport and technical advances in marketing and distribution methods led to a leap forward in flower production for the French Riviera. At this time too, tourism became a serious economic consideration and professionals in the sector looked for ways of highlighting the cultural wealth and heritage of the French Riviera. Little by little, they set up a series of popular, international festivals that promoted the image of a destination that tourists must be visited among a wider and wider clientele. In this way, the modern Nice Carnival was born in 1873, the Lemon Festival in Menton in the 1920s and the Mimosa festival in Mandelieu-La-Napoule at the beginning of the 1930's. These festivities have become the emblematic events of the winter season in France. They are as important as ever today and are firmly rooted in the 21<sup>st</sup> Century.





# CALENDAR OF WINTER FESTIVITIES



## Friday 15 February

- 14 pm Lemon Festival Children's Carnival  
Menton  
8.30 pm Nice Carnival Opening event

## Saturday 16 February

- 11 am Lemon Festival Inauguration of the Gardens  
Menton  
2.30 pm Nice Carnival Battle of Flowers (Flower Parade)  
6.30 pm Mimosa Festival Night-time Parade  
Mandelieu  
8.30 pm Lemon Festival Opening Gala  
Menton  
9 pm Nice Carnival Carnival Parade of Lights

## Sunday 17 February

- 8.30 am Nice Carnival Running: 'Rock'n Roll Nice 10 miles of the  
Carnival'  
The largest running event in the world (over 500,000  
participants in 25 American and 5 European towns)  
has added Nice to its 2013 programme. -Charity event-
- 11 am Nice Carnival Carnival Swim -Charity event-  
2.30 pm Lemon Festival Procession of Floats  
Menton  
2.30 pm Mimosa Festival Procession of Floral Floats  
Mandelieu  
8.30 pm Lemon Festival Gardens of Light  
Menton

## Monday 18 February

- Lemon Festival Street Entertainment  
Menton

## Tuesday 19 February

- Lemon Festival Street Entertainment  
Menton  
2.30 pm Nice Carnival Carnival Parade

## Wednesday 20 February

- Lemon Festival Street Entertainment  
Menton  
2.30 pm Nice Carnival Battle of Flowers (Flower Parade)

## Thursday 21 February

- Lemon Festival Gardens of Light  
Menton

## Friday 22 February

- 8.30 pm Lemon Festival Night-time procession of Floats  
Menton

## Saturday 23 February

- 2.30 pm Nice Carnival Battle of Flowers (Flower Parade)  
7.30 pm Mimosa Festival Night-time Parade (La Napoule)  
Mandelieu  
9 pm Nice Carnival Carnival Parade of Lights

## Sunday 24 February

- 2.30 pm Lemon Festival Procession of Floats  
Menton  
2.30 pm Nice Carnival Carnival Parade  
2.30 pm Mimosa Festival Grand Procession of Floral Floats  
Mandelieu  
8.30 pm Lemon Festival Gardens of Light  
Menton

## Monday 25 February

- Lemon Festival Street Entertainment  
Menton

## Tuesday 26 February

- Lemon Festival Street Entertainment  
Menton  
2.30 pm Nice Carnival Carnival Parade

## Wednesday 27 February

- Lemon Festival Street Entertainment  
Menton  
2.30 pm Nice Carnival Battle of Flowers (Flower Parade)

## Thursday 28 February

- Lemon Festival Gardens of Light  
Menton

## Friday 1 March

- 8.30 pm Lemon Festival Night-time Procession of Floats  
Menton

## Saturday 2 March

- 2.30 pm Nice Carnival Battle of Flowers (Flower Parade)  
9 pm Nice Carnival Carnival Parade of Lights

## Sunday 3 March

- 2.30 pm Nice Carnival Carnival Parade  
2.30 pm Lemon Festival Procession of Floats  
Menton  
9 pm Lemon Festival Closing Event - Show and Firework Display  
Menton

## Tuesday 5 March

- 9 pm Nice Carnival Carnival Parade of Lights

## Wednesday 6 March

- 2.30 pm Nice Carnival Battle of Flowers (Flower Parade)  
9.30 pm Nice Carnival Closing Festivities and Burning of the  
King; Fireworks

All through these events, 3 in 1 stays are organized by Nice, Menton and Mandelieu-La Napoule. See page 20.



NICE,  
AZURE BLUE CAPITAL



Nice, capital of the French Riviera, is a dynamic, genuine centre. The art of living, Nice-style, has many facets – an elegant sea front, with perfect flowers and extensive views of the Mediterranean, colourful markets with incomparable scents, the old town and its typical, lively alleys, legendary palaces, treasures of Baroque art, "Belle Epoque" and "Art Déco" architecture, sun-drenched gastronomy, squares full of charm, cafés and bars where one can eat on the terrace summer and winter alike and the many festivities. There is something to enjoy all year round!

## THE EVENT: NICE CARNIVAL

[www.nicecarnaval.com](http://www.nicecarnaval.com)

The most famous carnival in France takes place each year in February in the capital of the French Riviera. Over a million spectators join in the carnival wholeheartedly, applauding the King of the Carnival and taking part in Battles of Flowers (Flower parades).

Originating in the Middle Ages, the Nice Carnival is now firmly rooted in the 21<sup>st</sup> Century. Modern and spectacular, it uses technological and environmentally friendly codes to create a 'must-do' popular event.

### ▶ FIGURES FOR THE NICE CARNIVAL

- Carnival procession: 18 floats led by the King, Queen and Carnavalon, followed by their court made up of 15 floats and 20 tons of confetti.
- Big Heads: nearly 150 creations around the floats, including 50 "Big Heads" made of the traditional pasteboard.
- 2,500 to 3,000 stems of fresh flowers. 85 % of them are locally produced.
- 72 hours of floral arrangement in 2½ days.

### ▶ THE NICE CARNIVAL HAS TWO HIGHLIGHTS

#### The Parades

On Friday evening, the King of the Carnival arrives at "Place Masséna" to take possession of the keys of the town, marking the beginning of the reign of the ephemeral; from then on, all sorts of extravagance are allowed, originality and exuberance are the order of the day.

Each parade is a multi-coloured extravaganza with dazzling colours combined with street artists and musical groups from all over the world. In the evening, all the floats are illuminated. The parades light up the heart of Nice, creating an event like no other.

As tradition requires, His Majesty, King of the Carnival, parades with only his Queen on the final evening. He is then burnt on a pyre at sea. The Château hill is lit up and, like an echo, fireworks set to music are let off in the Baie des Anges.

#### The Battles of Flowers

Originally, the "battles of flowers" were created to amuse the first tourists from European high society as well as paying tribute to the work of local flower producers, important to Alphonse Karr, a writer and botanist, who was very attached to Nice.

Today, this event highlights the quality and wide variety of flowers on the French Riviera since 85 % of the flowers used are produced locally.

Twenty floats, completely covered in flowers, take part in Flower Parades by the sea. On each float, costumed models throw 80,000 to 100,000 flowers to enthusiastic spectators: gladioli, tokyos, gerberas, daisies, roses, carnations, mimosa...

### ▶ DID YOU KNOW?

The Nice Carnival Parade is free for everyone who comes in fancy dress.

### ▶ A SPARKLING OCCASION - ELECTION OF THE QUEEN OF THE CARNIVAL

Each year, the election of the Queen of the Nice Carnival takes place on-line on [www.nicecarnaval.com](http://www.nicecarnaval.com)

From January onwards, surfers from all over the world can vote for their preferred candidate from among a pre-selected group of young women.

The results will be announced as a prelude to the event when the queen and the two runners-up are presented. Some voters, chosen in a lottery, will win prizes for taking part.

## GREETINGS FROM NICE

"Vieux-Nice", the old town, is the heart of Nice and offers a wealth of possibilities: stroll around the Cours Saleya in the morning to explore the market, ranked as one of the "most beautiful markets in France"; taste the local specialities such as 'socca' or little stuffed vegetables; explore the narrow, picturesque alleys and see the craft workshops; climb up to the top of the hill of the old Château for a breathtaking panorama of the town and the port...

Go along the Promenade des Anglais on roller blades, on foot or by bike - 7.5 kilometres alongside the Mediterranean.

Go shopping in the big squares and avenues in Nice, brought bang up to date since the tramway arrived; have a free visit to one of the museums in Nice; enjoy the sunny terraces..

### ▶ EXPLORE THE TOWN AS A FAMILY

Nice committed itself to obtaining the "Famille" label and supported the steps taken by Nice Côte d'Azur airport to obtain the label in 2012 - the first airport in France to be recognized in this way. This recognition is a great advantage to families arriving in Nice or departing from it. Nice has 35 service providers, places and events with the label "Famille Plus".

From an outing on foot to an excursion in a double-decker coach (Nice, the grand tour), the choice is huge and leaves the biggest share to clean forms of transport, such as the "vélo bleu" and "auto bleu", a way of getting around by car sharing.

*Other things to do:*



**Le Petit Train de Nice**, is the quickest way of understanding the town, its arrangement, major sites and some historical facts.



**Le Cyclopolitain** : an electric tricycle ridden by a cyclonaut for discovering the alleys and treasures of the town.



**Le Segway gyropod**: after an initiation on the prom, 4 circuits for exploring Nice (from 14 years old).

## ▶ AS A FAMILY: TREASURE HUNT



"La folle journée de Léopard de Fulgineté" and "La folle journée de Giuliano Da Sangallo" are two beautiful walks full of surprises for discovering the thousand and one splendours of Nice's heritage. Designed and prepared by the heritage centre, these games are free.

- "La folle journée de Léopard de Fulgineté" takes young adventurers around the Old Town in search of treasure.
- "La folle journée de Giuliano Da Sangallo" allows them to discover an unusual, mysterious Cimiez.

## ▶ ENJOY THE SEA, EVEN IN WINTER

The bright sky and mild climate attract visitors to Nice in winter to learn about the town and enjoy the magnificent scenery. Nice offers a wide variety of activities for exploring or relaxing: going out in a boat to explore the coast; getting close to the dolphins and the whale "blows" in the international reserve for marine mammals; basking on a sun lounger or drinking a glass of the local rosé in a beach restaurant, eyes fixed on the Mediterranean and feet in the water...

The **Trans Côte d'Azur** company  organizes day trips from Nice.

The **"Plage Neptune"**  is open all year with high-quality service winter or summer. Other beaches also stay open in winter: Ruhl, Blue Beach, Beau Rivage...

The **"Aigle Nautique"** Centres, **"Centre de découverte du Monde Marin"** and **"Club Nautique de Nice"** operate sea-based activities for every season. 

## ▶ AN OUTSTANDING HERITAGE - AND A NEW VISIT

"**La crypte archéologique de Nice**" is a huge 2000 m<sup>2</sup> underground room located under Place Garibaldi.

It is similar to the crypt at the Louvre in Paris, in particular with respect to its historical and cultural interest and the way it has been developed for the public. The archaeological dig that took place during the construction of the first tramway line uncovered very well-preserved remains of a fortified complex around "Porte Pairolière" dating back to the 16th Century, the time of the "Comtes (Counts) de Provence". Later, these fortifications were modified at the instigation of the Dukes of Savoy. A central element in the defence of the "Comté de Nice", they disappeared in 1706 on Louis XIV's orders and were forgotten for three centuries.

The museum is arranged as a walk around the remains on a footbridge suspended above the ground.

Explanatory panels are installed along the route for visitors. Using LED technology, different coloured lights point out the various types of building: fortifications (a tower from the Middle Ages, a 15<sup>th</sup> Century ravelin and 16<sup>th</sup> Century bastions...), water conveyance... "La Crypte Archéologique de Nice" became a listed building in spring 2012.

*Other visits on the same theme:* "Musée de Paléontologie Humaine Terra Amata" and the Nice Cemenelum Museum and archaeological site.

The "Musée Matisse"  in the centre of the Cimiez garden and the "Musée d'Art Naïf" , located in a former home of the perfumer, François Coty, which houses a collection of works of "Le Douanier Rousseau" among others.

The "Musée National Marc Chagall" , the only museum in the world devoted to this artist, organizes visits especially for children. In 2013, it will celebrate its 40th anniversary with large exhibitions.

The MAMAC  (Museum of Modern and Contemporary Art) and the works of the "Ecole de Nice", or in a different style, the "Musée des Curiosités et de l'insolite"  (the museum of the unexpected).

These outdoor cultural activities are suitable for families who want to discover or rediscover Nice while enjoying themselves. The historical context is real and the stories are inspired by people who really existed.

# CARNIVAL DELICACIES

**With regard to delicacies**, children can watch sweets being made and then taste them at Florian  in the Old Port, "Vieux Port de Nice", take advantage of a cooking workshop [www.cuisinesurcours.com](http://www.cuisinesurcours.com)  or taste the chocolates in the Maison Auer historic shop in "Vieux Nice" .

## ▶ SAVOURY DELICACIES

On Sundays during the Carnival, you must try Carnasocca: take a break to sample the socca, a huge chickpea pancake...

From 11 am in the "Jardin d'Arménie" (opposite "Jardin Albert 1<sup>er</sup>").

## ▶ GOURMET TEAROOMS IN NICE

- **On the Promenade des Anglais - La Rotonde, Négresco**  
This carousel of endless charm is an ideal spot for a break after the Battle of Flowers or at any other time...  
[www.hotel-negresco-nice.com](http://www.hotel-negresco-nice.com)
- **On the 1<sup>st</sup> Floor**  
An unusual tearoom and a space given over to art, with windows overlooking the Carnival Parade... Zen and private as well.  
4, avenue de Verdun - 1st floor - Tel. 00 33 (0)04 93 82 40 36
- **Cooking lessons - Adults**  
All through February, Rosa will be giving cooking lessons using recipes appropriate to the winter festivities. On the menu you will find the traditional "pissaladière" (onion tart), "tarte aux citrons à l'huile d'olive" (lemon tart with olive oil) and "ganses" (pastries) as well as other marvels of the culinary art - Les Petits Farcis - [www.rosajackson.com](http://www.rosajackson.com)
- **Restaurant**  
During the festivities, Keisuke Matsushima - one star in the Michelin Guide and the most "Nicois" of Japanese chefs - serves a "Battle of Flowers" menu. [www.keisukematsushima.com](http://www.keisukematsushima.com)

## ▶ SOCCA RECIPE

For 8 people.

Preparation time: 10 min.

Cooking time: 17 min.

Ingredients: 250 g of chickpea flour; 1/2 litre of water; 6 tablespoons of olive oil; 1 teaspoon of fine salt; pepper.

Prepare a baking sheet, 70 cm if possible, otherwise 40 cm.

Tip the chickpea flour on the cold water and mix well. Add 2 spoons of oil and the salt and mix vigorously. If lumps remain, put the mixture through a sieve.

Preheat the oven at its maximum heat for 10 min, put the oil on the baking sheet and put it in the oven for 5 min. Spread the batter on it.

Cook on the top shelf of the oven for 2 min and then grill for 5 to 7 min. A light crust should form on the outside, leaving the inside fondant...

When it comes out of the oven, cut in small pieces and sprinkle generously with pepper.

## ▶ RECIPE FOR GANSES NIÇOISES - "GANSA NISSARDA"

For 8 people.

Preparation time: 30 min & time to rest the pastry.

Season: all year, especially at festive periods and the Carnival...

Ingredients: 0.400 kg of flour; 0.050 kg of castor sugar; 6 eggs; 1 pinch of salt; 0.02 l of orange flower water (or a tablespoon); grated zest of half a lemon; baking powder (optional); oil for frying (groundnut or sunflower); castor or icing sugar.

Pour the flour onto the pastry board in a fountain. Add the previously beaten eggs, olive oil, grated lemon peel, orange flower water, baking powder (optional) and the pinch of salt. Mix and knead the dough for five minutes. Wrap it in a plastic film or place it under a salad bowl and leave it to rest for at least two hours.

Roll out the pastry 3 mm thick and remove any excess flour (with a pastry brush). Using a pastry wheel, cut the pastry into strips 2 cm wide and 10 cm long. Shape them into knots.

Plunge the ganses into the hot oil. When they are slightly brown, take them out and drain on absorbent paper. Sprinkle them with castor or icing sugar and serve.

## HOTELS AT CARNIVAL TIME

- The "**Hôtel Masséna**" \*\*\*\*\*, enjoys the sounds of the parades and the staff put on fancy dress on Carnival days. [www.hotel-massena-nice.com](http://www.hotel-massena-nice.com)
- The "**Hôtel Boscolo Exedra Nice**" \*\*\*\*\* and its roses... perfectly in tune with the spirit of Battles of Flowers - [www.boscolohotels.com](http://www.boscolohotels.com)
- The "**Windsor**" \*\*\* with its artists' rooms, especially the yellow room to match the festivities - [www.hotelwindsornice.com](http://www.hotelwindsornice.com)

## NEARBY

Follow the Olive Route circuit that includes all the oil mills and olive oil producers with the quality label AOP (Protected Designation of Origin). You can visit old and modern mills and learn how the olives are made into paste and oil and sample them to discover the different flavours.

[www.olivedenice-aop.com/](http://www.olivedenice-aop.com/)

## DID YOU KNOW?

### OTHER CARNIVALS

From Epiphany to the start of Lent, the masks are out in the street. This is Carnival! Feasting, charivaris, public caricatures, disguises, inversion of roles... In our region, some villages perpetuate ancestral traditions blending conviviality and mystery.

No one knows who they are. Wearing Harlequin costumes, two figures known as *biffous* - one old, the other young - noisily scour the village streets in search of food. Two abbots show them which houses to visit. Suddenly, young men surround them and try to steal their sack. This leads to a ritual struggle where the *biffous* try to fend them off by vigorously wielding their *massetto*, a noise-making weapon made of wooden slats. This **Carnival scene from Saint-Martin-Vésubie** illustrates the persistence of centuries-old rituals in the hinterland of the Riviera, first mentioned in the 13<sup>th</sup> century. Subsequently, inspired by the model of the Carnaval de Nice, parades of floats, "big heads" and confetti fights added to the fun in the village streets. The festivities come to an end when with the cremation of a dummy - an allegory of Carnival - representing all the previous year's misfortunes.

#### *Procession nocturne*

On the evening of Ash Wednesday in **Puget-Théniers**, in the Var Valley, a long cohort of white figures carrying lanterns enacts a bogus procession. Interrupted in the late 18<sup>th</sup> century during the French Revolution, this event re-emerged in the early 20<sup>th</sup> century. The figures represent the village tanners who decided to parody the White Penitents to the strains of *Frère Jacques*, the famous round, since the clergy had banned the parade on Mardi Gras. A false bishop accompanies them to the village fountain into which some of the participants jump despite the bitter cold. A thousand people flock to this event every year.

#### *A ritual to regenerate Nature*

On the eastern bank of the Var River, in Provence, the tradition of the *Bouffetaïres* persists. Their spiral dance is accompanied by pipes and drums. Young men, all dressed in white with bells on their ankles, are armed with bellows they use "to insufflate new force to awaken Nature," and ventilate the behinds of the people in front of them and under girls' skirts. In front of the shops, they sing, dance and are rewarded with delicacies, pastries or local wine. The event closes with a bonfire in which *Caramentran*, the dummy personifying Carnival, is burned, in the presence of his judge and executioners, the Queen of Sheba, Harlequins and *Punchinellos*.

*Claudine Francini*



# MENTON, WINTER BEAUTY



Lying on the borders of Italy, the Principality of Monaco and the "Comté de Nice", Menton benefits from a subtropical microclimate that almost allows it to forget winter and makes it a paradise for gardens.

Centre for the arts and holding the label "Ville d'Art et d'Histoire", it offers the unbeatable combination of the beauty of the sea and sunny mountains nearby.

In the old town, the historical centre has shady mediaeval alleys and the "Basilique Saint-Michel" and the "Place de la Conception" make up one of the most beautiful baroque groupings in the region.

## THE EVENT: LEMON FESTIVAL (LA FÊTE DU CITRON®)

[www.feteducitron.com](http://www.feteducitron.com)

In 1928, Menton was still the biggest lemon producer in Europe. A hotel owner had the idea of organizing a flower and citrus fruit exhibition in the "Hôtel Riviera" gardens. It was so successful that the following year the event moved out onto the streets with a parade of carts decorated with orange and lemon trees as well as charming local girls.

Wanting to develop tourism, the local authority looked for a way of giving the event a local flavour and the Lemon Festival (La Fête du Citron®) was born in 1934.

A year later, the first citrus fruit and flower exhibition took place in the Biovès Gardens. It has been so successful that it has grown each year with guided tours, evening parades and the Gardens of Light!

There is nothing in the world quite like the Lemon Festival. Its parades and huge structures are composed entirely of oranges and lemons. Giant creations are set up in the Biovès Gardens, each one representing a different aspect of the theme for the year.

### ▶ SOME FIGURES

- 300,000 spectators
- 300 technicians
- 500,000 elastic bands
- 145 tons of citrus fruit
- Each float weighs between 3 and 4 tons

## GREETINGS FROM MENTON

Stroll around **Vieux Menton**, the old town, and fill your basket with marmalade and local Menton products.

Enjoy the sea front, named **Promenade du Soleil**, Sun Esplanade and skim some pebbles across the water.

Walk in **Cocteau's** footsteps in the town and continue on to the Bastion to see the pebble wall that forms the façade of the first museum dedicated to the poet.

Move on to the new "Musée Cocteau", with its easily recognisable architecture by Rudy Ricciotti, to find out more about the designer, painter and ceramist, lover of the French Riviera.

Wander through the alleys of the **gardens** in Menton and breathe the marvellous perfume of the luxurious vegetation.

## GOURMET MENTON

### ▶ DELICACIES

- **Tarte au citron (Lemon Tart)** - The place to go!  
**"Au Baiser du Mitron"**

During the festival, try the real Menton Lemon Tart and "fougasse" - a Provençal flatbread - with orange blossom.

8 Rue Piéta - Tel. 00 33 (0)4 93 57 67 82

"Halles municipales" (covered market) - Tel. 00 33 (0)4 93 57 12 21

- **"La confiture"** - The place you MUST visit in the Old Town!  
**"Confiturerie Herbin"**

Discover traditional jam as well as jam and marmalade made with citrus fruit from Menton - [www.confitures-herbin.com](http://www.confitures-herbin.com)

- **Cocktail**  
**"Au Pays du Citron"**

Discover Menton lemon-flavoured vodka, speckled with gold, or the true Menton lemon cordial.

24, rue Saint-Michel - Tel. 00 33 (0)4 92 09 22 85

### ▶ THE RESTAURANTS BRING OUT THEIR FESTIVAL MENUS:

- **"Le Mirazur"** (2 stars in the Michelin Guide)  
Mauro Colagreco will be preparing a culinary journey from savoury to sweet dishes, a selection of dishes based on Menton citrus fruit - [www.mirazur.fr](http://www.mirazur.fr)

*Worth knowing: "L'huilerie Saint-Michel"*

*Discover olive oil with Menton lemons, created with Mauro Colagreco.*

5, rue de Bréa - Tel. 00 33 (0)4 93 35 71 04

- **"Le Paris-Rome"** - Restaurant - Lounge Bar  
"Bistronomic" menu and cocktails using Menton citrus fruit - [www.paris-rome.com](http://www.paris-rome.com)

- **"Le Petit Prince"**

The restaurant will be serving dishes inspired by Menton citrus fruit - [www.restaurant-petit-prince-menton.fr](http://www.restaurant-petit-prince-menton.fr)

- Near Menton: **"Vista Palace"**

During the Lemon Festival, the Chef of the Vistaero will be serving a menu highlighting citrus fruit.

Vista Palace Hotel - 1551, route de la Turbie - 06190 Roquebrune-Cap-Martin

[www.vistapalace.com](http://www.vistapalace.com)

# MENTON - MY TOWN IS A GARDEN

In the 19<sup>th</sup> Century, botanists, for the most part English, created outstanding gardens. Taking advantage of the microclimate, they introduced tropical species that acclimatized extremely well. The public can follow a circuit to explore a dozen gardens in different parts of the town, including three particularly remarkable ones.

The Lemon Festival is the ideal opportunity for visitors to learn about citrus fruit. The garden of the Palais Carnolès houses the biggest collection of citrus fruit in Europe: Grapefruit, Citron, Kumquat, Mandarin, Clementine, and Bitter Orange... Rare varieties have been introduced, from the Chinese Mandarin to the Citron of "Sotchi". During the Lemon Festival, the Menton Tourist Office organizes guided tours of the garden.

## ► "LA CITRONNERAIE" - A CITRUS FRUIT GARDEN AND A TROPICAL GARDEN

"La Citronneraie" dates back to the 16<sup>th</sup> Century, the period when the local peasants began planting and cultivating olives and lemon trees on terraces. Around 1820, a rural house was built in traditional Menton style, with a terrace covered with wisteria and jasmine. At the end of the Second World War, the property, divided up after the deaths of successive owners, was mostly abandoned.

Since the 1950's, the present owner, François Mazet, a former rally driver, has been restoring the property. He bought the central part, namely 2500m<sup>2</sup> of land and the ruined house, from various families.

For several years, he worked hard to reunite the original property, buying different plots little by little. He then began to restore the garden and renovate the house. He paid great attention to the choice of materials and renovation methods to preserve the character and charm of this unique place. In 1957, planting began on the upper slopes of the property, with a hundred new lemon trees.

Today, there are about 450 trees of the "Citron de Menton" variety and many other citrus fruit trees, including around twenty hybrids. In addition to the orchard, there is an outstanding ornamental garden with nearly 800 species of tropical plants.



## ► ONE OF OUR FAVOURITES - "LE JARDIN DES PRINCES"

The world knows Menton on the Mediterranean for its Lemon Festival, the "Musée Cocteau" - enriched since the end of last year by a second building designed by the talented architect Rudy Ricciotti - and outstanding gardens, which make this French Riviera town an open-air greenhouse, full of elegance and charm.

In this botanists' paradise, several thousand square metres are now devoted to... vegetables: all sorts of vegetables, round, long, above ground, underground, green, coloured, mild, acid and hot!

A visit to this garden, in the park of the Palais Carnolès, former hunting lodge of the Monegasque rulers at the time they reigned in Menton, is not to be missed. The garden already had the most beautiful collection of citrus fruit in France, or even in Europe, with 400 trees of 137 varieties. Now, there is a vegetable garden, inaugurated by the Prince of Monaco, H.S.H Albert II, as part of the ceremonies marking the 150th anniversary of the incorporation of Menton into France.

Apart from a little bit of history - who remembers that Menton was the orchard and vegetable garden of the Principality until 1861? - it is important to remember the efficiency of the market garden!

Under the lemon and orange trees, vegetables thrive - courgettes and aubergines, parsnips and Jerusalem artichokes, fifty varieties of tomato, from black to yellow, sixty types of pepper, from the mildest to the "tongue of fire", cabbages and lettuces, coffee and groundnut, cocoa and radishes, water melons and melons... In short, everything from the rare to the common.

It is a feast of shapes, colours and scents, a joy for the eyes and nose. It is the discovery that a vegetable garden can also be ornamental and that nourishing vegetables and ornamental flowers have germinated to support each other.

However, this is not the only important aspect of this dual garden: it is the showcase for the best practices in sustainable development.

As one needs a bench in a garden to watch nature growing, this is the place to put it and sit down. Mulching is done with straw, of course, but also with ground bark, crushed cocoa pods - which accounts for the strong chocolate smell in the alleys! - and pulverized brick. They slow down evaporation and so reduce watering. Linen, spread around liberally, also keeps in moisture but, more importantly, it discourages slugs and other snails that feast on the young plants.

As for stakes, they are a feat of ingenuity, from hemp to bamboo, chiefly designed to allow the plant to grow freely without the rigid framework that usually imprisons it.

So hurry along to the "Potager des Princes", where vegetables are flowers, where sulphates and pesticides are banished, where water is saved, where the earth makes its own fertilizer and where one learns which plants are temperamentally incompatible. Mother Nature gives a good lesson. Enjoy it to the full!

Potager des Princes, 3 avenue de la Madone, 06 500 Menton.

*François Rosso*

# MENTON CULTURE

## ▶ JEAN COCTEAU'S FOOTPRINT IN MENTON

Love, with a capital L, does not always happen at first sight. Living within sight of Menton, in the Villa Santo Sospir, belonging to his friend Francine Weisweiler, on Saint-Jean-Cap Ferrat, it was five years before Jean Cocteau discovered Menton and gave himself up to its charms. From then on, its elusive charm, "a mixture of luxury and simplicity", was more important to him than anything else was, especially "the base vulgarity of our era".

It was through the Music Festival that he discovered the town where, as he wrote, *"the murmuring of the streets and sea nourished and gave vitality to the silence"*. He wrote even more highly of the enduring musical event. *"Nowhere else can one find an event so exotic, unexpected and suspended in space as this Music Festival"*.

We are in 1955, the year of his encounter with the mayor, Francis Palméro, which would change the course of his life and that of Menton.

He was offered the chance to create the drawings and paintings in the former courtroom, which became the Wedding Room in the east wing of the Town Hall. He admitted that the setting was austere and the general feeling one of "slightly hostile indifference". He triumphed over all the obstacles by *"taking a 'cure' high on the scaffolding"* as Celia Bernasconi, curator of the museum, recalls in an excellent preface to the catalogue of the "Musée Jean-Cocteau/Collection Séverin-Wunderman". Cocteau enthused: *"Painting the walls requires an animal's insouciance, intelligence and a craftsman's use of hands and limbs..."* In the little town which soaks up the sun and the Mediterranean, he saw the resurgence of the mythical island, Knossos, and found the inspiration to create a new form of writing, which he called the "Menton style", composed of colourful arabesques which heightened the exotic atmosphere he found on wandering through the town.

Between the Town Hall and Bastion, he led the life of an inspired artist, poet dedicated to fine local events - he created the posters for his beloved Festival - and elegant dandy, at least in snobbery, entertaining the big names in the art world, Matisse and Picasso. He was an artisan of the imagination, simple worker with colour, going to buy crayons, canvases and paint in the shops in the old town like a simple teacher, and for work, putting on the teacher's grey jacket to give lessons on dreams.

Then, with paint-smearred fingers and crumpled white shirt, he would go and eat the Mediterranean- flavoured "daily special" at the "Golfe de Naples" on the corner of Trenca Street and Saint-Michel Street before going to chat with his friend, Charles Beglia, a "painter", who had a shop at 32, Rue de la République.

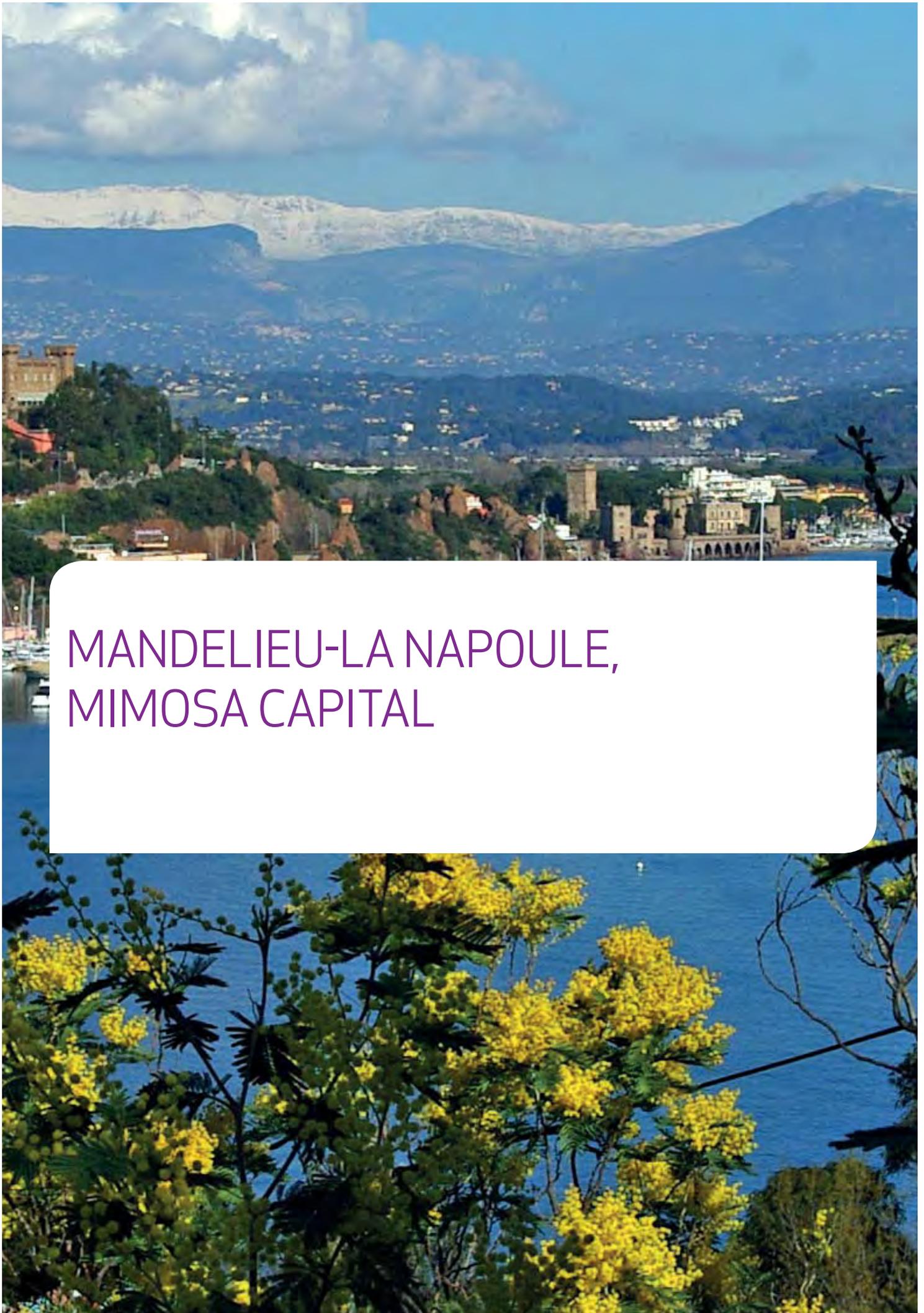
Wildly happy in the town where he wished to remain forever, he said, when talking about the "Bastion", *"If I had this exhibition room and the 'Musée de la Digue', I would live on after my death"*. Today, his wish is doubly granted.

François Rosso

The "Musée Jean Cocteau Séverin Wunderman" opened at the end of 2011. Designed by Rudy Ricciotti, it houses all the works donated by Séverin Wunderman, in an area of 2700 m<sup>2</sup>.

[www.museecocteaumenton.fr](http://www.museecocteaumenton.fr)





MANDELIEU-LA NAPOULE,  
MIMOSA CAPITAL

Just a short distance from Cannes, Mandelieu-La Napoule is tucked between the Mediterranean Sea, red rocks and its Mimosa forests.

Besides the enjoyment of hikes or bike rides in the nearby hills, the area offers the pleasures of water sports, golf and gastronomy all year round.

The town is also deeply committed to the "Famille Plus" label.

## THE EVENT: MIMOSA FESTIVAL (FÊTE DU MIMOSA)

[www.ot-mandelieu.fr](http://www.ot-mandelieu.fr)

Mimosa is honoured every year by the inhabitants of Mandelieu-La Napoule for the part it has played in the development of the local economy. Officially celebrated for the first time in 1931, the Mimosa Festival has been very successful. It has grown from year to year, going from a decorated float to a widely known, popular event.

On Sundays, the "battles of flowers" delight children and adults, who leave after the processions of floral floats with their arms full of mimosa. On Saturday evenings, magical shows performed by troupes of artists on illuminated floats are at the heart of the festivities.

### ▶ SOME FIGURES

- 60,000 visitors
- 12 tons of mimosa

### ▶ DID YOU KNOW?

Interrupted several times by terrible disasters (frost and fires in 1929, 1956, 1970 and 1985), this festival rose from the ashes in 1996.

The Mimosa Festival of Mandelieu-La Napoule uses only mimosa cultivated in the local hothouses. The twelve tons of Mimosa used each year to decorate the floats and for the battles of flowers are bought from producers in the Massif de Tanneron.

### ▶ ABOUT PEOPLE - MISS AND MINI-MISS MIMOSA

- Saturday 16 February: election of the Mimosa Queen  
Organised in association with the Miss France committee, the election of the Mimosa Queen and the runners-up is one of the highlights of the Festival.
- Wednesday 20 February: election of Mini-Miss Mimosa  
Election of the "Mini Miss" Mimosa. Open to children from 5 to 9 years old.

### ▶ MEETING "MIMOSISTES" (MIMOSA GROWERS)

Mandelieu, mimosa capital... When Mimosa was introduced, it acclimatized to local conditions so well that very soon the inhabitants realized that they could commercialize it by selling the cut flowers. The markets developed and wagons full of mimosa left La Napoule station every day for the North of France and abroad.

Commercializing cut flowers has always been Mandelieu's specificity and opening several hothouses to the public allows visitors to learn about a trade that was created locally by our forebears, that of "mimosiste".

#### • Mandelieu - The Oggero Family

Direct mimosa sales at the hothouse in the heart of the Capitou district in Mandelieu.

Tel. 00 33 (0)4 93 93 01 45

On-line mimosa sales, dispatched by the Post Office

<http://oggeromimosa.e-monsite.com/>

Nearby:

- Tanneron - The VIAL family welcomes visitors to its Mimosa hothouse (from December to March), honey house with tasting (all year) and citrus fruit orchard, as part of the programme "A la découverte des Terroirs du Var".

- Pégomas - "La Confrérie du Mimosa", an association of mimosa growers

The Grand Master of "La Confrérie du Mimosa" is very keen on talking about this flower, its history and the trade that has grown up around it. To back up the Grand Master's words, an exhibition is dedicated to the flower in the 'Salle des Mimosas': cut flowers, old tools, historical facts, pictures.

As the crowning glory, mimosa is honoured by a festival with processions of floats decorated all over with mimosa.

- Pégomas - Farms and "mimosistes"

#### Stéphane REYNAUD

Farm visit, direct sales, mimosa by post...

Tel. 00 33 (0)6 16 10 17 18 - [www.rivieramimosa.com](http://www.rivieramimosa.com)

#### Mr and Mrs BIANCHI-REY

Mimosa sales...

Tel. 00 33 (0)4 93 36 22 82

#### Mr and Mrs FREGA

Tel. 00 33 (0)4 92 19 24 44

#### Jean-Paul REYNAUD

On-line mimosa sales.

Tel. 00 33 (0) 93 42 21 52 - [www.directmimosa.fr](http://www.directmimosa.fr)

## THE MIMOSA ROUTE

The English were present on the French Riviera in large numbers in the 19<sup>th</sup> Century and were often very interested in botany. Drawn to their holiday homes on the Riviera, they took mimosa with them. Thus, the tree, originally imported from Australia in the 1850s, adorned the gardens of their sumptuous homes. In the course of time, the richly symbolic mimosa has become one of the emblems of the Riviera in winter.

Today, the Mimosa Route stretches over 130 km from Bormes-les-Mimosas to Grasse: Bormes - Le Rayol - Ste-Maxime - St-Raphaël - Mandelieu-La Napoule - Tanneron - Pégomas - Grasse.

Recommended from January to March, this tourist circuit typically represents the French Riviera in winter, a sort of itinerant holiday resort of azure blue and sunshine yellow in a mild climate.

# MIMOSA DELICACIES

- **"La tarte mimosée" (mimosa-flavoured tart)** created by François Rimbault, head pastry chef at "l'Oasis" in Mandelieu (2 stars in the Michelin Guide). The pastry is part of the international association, "Relais Desserts".  
Tel. 00 33 (0)4 92 97 31 82  
Open from Tuesday to Saturday - 6, rue Jean Honoré-Carle - 06210 Mandelieu-La Napoule
- **"La mimosette"**: brioche, a Pégomas speciality, decorated with mimosa seeds and filled with a cream. The recipe of this cream remains the secret of the baker, who only makes it for the Mimosa Festival.  
Boulangerie de Pégomas - Every day during the festivities.  
Pégomas is one of 3 villages in the Alpes-Maritimes that are on the Mimosa route (Mandelieu - La Napoule - Pégomas - Grasse).

# OUT AND ABOUT IN THE MIMOSA FOREST

- From March to April, suggestions for **walking itineraries** among the mimosa starting from Mandelieu-La Napoule are suggested (Visiocarte on sale at the Tourist Office):
  - The new GR 51 route
  - The Massif de l'Estérel
  - The Grand Duc Forest
  - San Peyre Departmental ParkDates on line on: [www.ot-mandelieu.fr](http://www.ot-mandelieu.fr)
- **"Au Pays du Mimosa" - Hikes among the mimosa**  
Accompanied by a guide for around 2 hours on the paths of the Massif du Tanneron: 16, 18, 19, 20, 22, 23 and 25 February.  
Departure 1.45 pm - Price: €12.
- **"Du Mimosa au Parfum"**, Coach excursions on the theme of "Mimosa, from flower to perfume", to discover all about mimosa: you drive through the biggest mimosa forest in Europe and then visit a mimosa hothouse and a perfumery: 15, 16, 18, 21, 23 and 25 February.  
Departure 2.15 pm on weekdays and 8.15 am on Saturday; around 4 hours: Mandelieu - Tanneron - Grasse /return.  
Price: €24 (children 4 to 8 years old: €11).  
More information on: [www.ot-mandelieu.fr](http://www.ot-mandelieu.fr)  
On-line booking: [www.reservation-mandelieu.com](http://www.reservation-mandelieu.com)



# FAMILY ACTIVITIES



## ► ONE OF OUR FAVOURITES - RANDOLAND: ENTERTAINING CIRCUITS FOR KIDS!

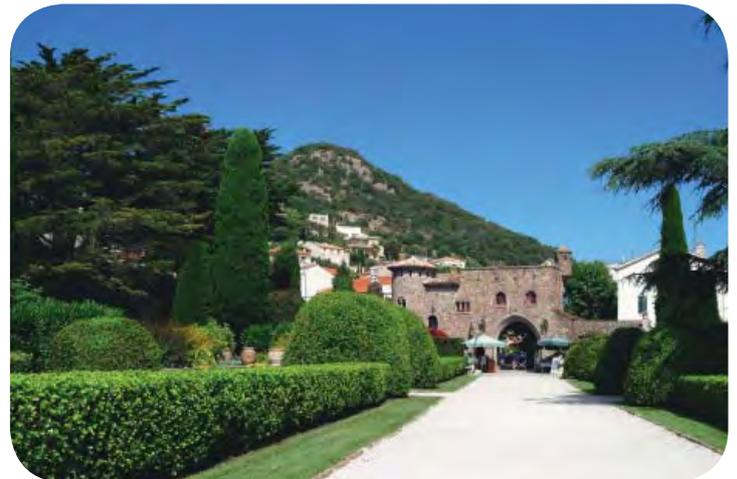
To make walks and hikes on foot or by bike enjoyable and interesting, here are some activity sheets intended for children from 4 to 12 years old. These sheets take the form of treasure hunts. Children solve the riddles through observation and by looking for clues in the natural and historical environment. They can rely on Inspector Rando to help them find the solutions. For each circuit, there are three levels: 4-6 years old, 7-9 years old and 9-12 years old.

The sheets can be downloaded free of charge on this site: [www.cotedazur-tourisme.com](http://www.cotedazur-tourisme.com)  
They are also available on [www.randoland.fr](http://www.randoland.fr) and in the tourist offices and information kiosks.

At Mandelieu, two Randoland treasure hunts are available free of charge: "On the Banks of the Siagne" and "Walk by the Sea".

## ► TREASURE HUNT IN THE "CHÂTEAU DE LA NAPOULE"

A free treasure hunt that takes the children into the labyrinths in the garden.  
While visiting the Château and its gardens, children are invited to go on a treasure hunt. They receive a little book so they can go into the labyrinths in the garden with their parents to discover the letters of the access code for the treasure.  
From 6 years old.  
Did you know? The Garden at the Château de la Napoule is listed as an Outstanding Garden.



## ► THE PAINTER'S EYE - WATER-COLOUR WALK



A half-day family activity taking advantage of amazing scenery while learning the basic techniques of drawing, watercolours or sketching (materials provided). This activity combines the benefits of a physical activity (suitable for children) with creative development.  
[www.nature-essentielle.fr](http://www.nature-essentielle.fr)

## ► AT SEA

### ● Kayak outing

After an introduction to sea kayaking, we head for the "Pointe de l'Aiguille", going along the coast to explore the attractive red rocks. Children from 6 years old.  
Length of outing: 3 hours - All levels!

### ● Catamaran trek

Head for the "Iles de Lérins" on board a Hobie Cat equipped with double trapeze. Half-day courses for children from Monday to Friday during the holidays (from 6 years old): catamaran, wind-surfer or Optimist.

### ● Treasure hunt in a Zodiac on La Siagne

The nautical rally starts on the Channels of La Siagne on board a 6 cv, rigid, inflatable boat, licensed for 5 people. During this adventure, the adventurers plunge into the mysterious world of pirates for a great family experience. The mission: find clues that will open the treasure chest hidden by "Barbe Brune".

## ► UP AND AWAY – PANORAMIC FLIGHT OVER THE ÉSTÉREL HILLS

Departing from the Cannes-Mandelieu aerodrome, board a little plane to fly over the golden-yellow hills of the Massif du Tanneron and fully appreciate the beauty of the landscape in this area.

[www.air-odyssey.com/vols-panoramiques-aeroport-cannes-mandelieu-06.html](http://www.air-odyssey.com/vols-panoramiques-aeroport-cannes-mandelieu-06.html)

## ► GOLF FOR KIDS!

At the Barbossi golf club, golf lessons for juniors from 6 to 14 years old are organized during the school holidays (groups of 4 to 8 children).

[www.rivieragolf-ddeb.fr](http://www.rivieragolf-ddeb.fr)





# PACKAGES TOWN BY TOWN

New for 2013

3 celebrations in 1 holiday!

# "OFFICE DE TOURISME ET DES CONGRÈS DE NICE" SUGGESTIONS:



## WINTER FESTIVITIES ON THE FRENCH RIVIERA

- WEEKEND OF 16 TO 18 FEBRUARY 2013
- ACCOMMODATION AND ADMISSION TICKETS

- ▶ **NICE CARNIVAL (CARNAVAL DE NICE)**  
Battles of Flowers (Flower Parades) and/or Carnival Parades of Light
- ▶ **LEMON FESTIVAL (FÊTE DU CITRON) IN MENTON**  
Visit to the Biovès Gardens
- ▶ **MIMOSA FESTIVAL (FÊTE DU MIMOSA) AT MANDELIEU-LA NAPOULE**  
Procession of Floral Floats

CREATE YOUR STAY TO SUIT YOURSELF: 1, 2 OR 3 NIGHTS!

### Sample Programme:

2 NIGHTS BASED ON A DOUBLE ROOM IN A 3-STAR HOTEL IN NICE

- ▶ *Saturday 16 February:* NICE CARNIVAL  
Saturday afternoon at 2.30 pm: Battle of Flowers (Flower Parade), place in the stands  
Saturday evening at 9 pm: Carnival Parade of Lights, place in the stands
- ▶ *Sunday 17 February:*  
MIMOSA FESTIVAL - MANDELIEU-LA NAPOULE  
Sunday afternoon at 2.30 pm: Grand Procession of Floral Floats, place in the stands
- ▶ *Monday 18 February:* LEMON FESTIVAL - MENTON  
Visit to the Jardins Biovès (Biovès Gardens)

From €175 per person (not including transfers and meals - Booking deadline: 31 January 2013).

Contact : "Office du Tourisme et des Congrès de Nice"  
Tel. 00 33 (0)8 92 707 407 (€0.34 / min.)  
[www.nicecarnaval.com](http://www.nicecarnaval.com) / [www.nicetourisme.com](http://www.nicetourisme.com)



# MENTON TOURIST OFFICE SUGGESTIONS:



## ORANGE BLOSSOM

- 5-day STAY - 4 nights (Monday to Friday)
- In the middle of winter, the citrus fruit reach maturity under the azure blue sky. Menton is adorned with yellow. The lemon has reigned supreme here for 8 decades.  
In Menton, where you will be staying, the Lemon Festival fills the whole town with excitement! Impressive compositions of the sunshine fruit, glowing with warm colours, decorate the Jardins Biovès (Biovès Gardens). The streets fill up with dances and troupes creating a festive atmosphere. Discover the festival, go behind the scenes and enjoy unlimited access to the Jardins Biovès (Biovès gardens)...
- In the capital of the French Riviera, history relates that the people of Nice first had the idea of throwing flowers when the king, Charles Felix, came to the town... Since then, the tradition has carried on and the battles of flowers are among the most elegant and glamorous festivities on the French Riviera. As well as experiencing ephemeral, festive scents, you will discover the more substantial fragrances of one of the great names in perfumery. In fact, you will visit the historic Fragonard factory on the heights of Grasse, world perfume capital.  
At the gateway to the Estérel, mimosa covers the hills lining the coastal landscape. We are, though, in the middle of winter, with snow-capped summits in the distance. Is it just a coincidence that the flowers of this Mediterranean tree look like snowflakes?

### STAY IN MENTON IN A 3-STAR HOTEL (BREAKFAST INCLUDED)

- ▶ Guided tour in the Massif de Tanneron (transport included) with a visit to a hothouse (bouquet of mimosa for each client) + lunch included at Tanneron (3 courses & drinks included) + visit to the Historic Fragonard Factory in Grasse (present for each visitor)
- ▶ Battle of Flowers (Flower Parade) in Nice (transport included), with a seat in the stands + light meal at the Négresco
- ▶ Special visit to the Jardins Biovès (Biovès gardens) at 8.30 am to see fruit being replaced on the citrus fruit creations
- ▶ Guided tour of La Casetta, exclusively for clients on one of our packages
- ▶ Guided tour of the Workshop "Au Pays du Citron"
- ▶ Guided tour of the "Maison Herbin" with its traditionally produced citrus fruit jam and marmalade
- ▶ Unlimited access to the citrus fruit exhibition at the Jardins Biovès (Biovès Gardens) and the Gardens of Light, exclusively for clients on one of our packages

### MID-WEEK STAY

€390/ pers. in a double room. Extra night: €70/ pers.

Contact: Menton Tourist Office  
[www.fete-du-citron.com](http://www.fete-du-citron.com) (rubric: Packages and Accommodation)





## • THE MENTON LEMON

### • Mid-week & weekend STAYS

• You will stay in a 3-star hotel near the historic town centre. During a private visit at sunrise, you will have the privilege of going behind the scenes of the festival and meeting the artisans who look after the citrus fruit creations in the Jardins Biovès (Biovès Gardens) - an exclusive visit, which used to be reserved for journalists and press photographers. You will also see the gardens at night during the "Gardens of the Light". You will watch the procession from a stand, the one everyone wants to be in as it faces the sea...

You will visit the Herbin jam factory. Over the years, this long-established company has carried on a tradition that resonates with the memories of childhood delights. You will learn the secrets of citrus culture to the point where the fruit, soaked in the Menton sun, is made into jam.

On the Garavan heights, you will visit La Casetta, the municipal tree nursery, specializing in citrus fruit. In these magical surroundings, protected by the mountains and looking down on the Mediterranean Sea, this fruit, so sought after by specialist grocers and the greatest Chefs, is able to develop fully.

Here, in this idyllic setting, the treasure with a magical scent and fine flavour is within your grasp...

#### STAY IN MENTON IN A 3-STAR HOTEL (BREAKFAST INCLUDED)

- ▶ A procession of floats (day or evening), with a seat in the stands
- ▶ Unlimited access to the citrus fruit exhibition in the Jardins Biovès (Biovès Gardens), exclusively for clients on one of our packages

▶ Admission to the "Garden of Lights"

▶ Special visit to the Jardins Biovès (Biovès Gardens) at 8.30 am to see fruit being replaced on the citrus fruit creations, exclusively for clients on one of our packages

Guided tour of Maison Herbin, with its traditionally produced citrus fruit jam and marmalade

- ▶ Guided tour of La Casetta, exclusively for clients on one of our packages

#### STAY 3 DAYS/2 NIGHTS

€250/ person in a double room

€60 single supplement

€150/ child under 14 years old

#### STAY 4 DAYS /3 NIGHTS

€320/ person in a double room

€90 single supplement

€220/ child under 14 years old

#### STAY 5 DAYS / 4 NIGHTS

€390/ person in a double room

€120 single supplement

€290/ child under 14 years old

Contact: Menton Tourist Office

[www.fete-du-citron.com](http://www.fete-du-citron.com) (rubric: Packages & Accommodation)



## • PRESTIGE CALAMONDIN

### • Mid-week & weekend STAYS

• The Menton area is like a casket and you will be staying in one of its jewels, overlooking the Mediterranean Sea or located on the water's edge. Not far from the festivities, you will have the privilege of going behind the scenes during a private visit at sunrise.

You will share a delightful moment close to those who lovingly look after the citrus fruit creations, structures that are imposing but fragile. Later on, you will watch the Parade from the Casino Barrière VIP terrace, a cosy setting open to the sky where you will be served cocktails and petits-fours.

On the mountain slopes, on the Garavan heights, in a district named "La Petite Afrique" (Little Africa), you will visit La Casetta, the municipal tree nursery specializing in citrus fruit. You will meet the director who will share his enthusiasm for winter fruit. You will spend time learning about the Menton lemon and the subtleties of taste and smell that make this unique fruit so popular with the great Michelin-starred Chefs.

During your stay, treat yourself to an outstanding culinary experience... In fact, the Chef Mauro Colagreco, two stars in the Michelin Guide, prepares a journey for the senses for his guests, focusing on citrus fruit... but only during the Lemon Festival.

#### STAY IN MENTON IN A 4-STAR HOTEL OR SUP. 3-STAR (4-STAR RATING PROCEDURE IN PROGRESS) BREAKFAST INCLUDED

- ▶ A procession of floats (day or evening) in the VIP area on the Casino Barrière terrace (cocktails and nibbles included)

▶ Unlimited access to the Jardins Biovès (Biovès Gardens), exclusively for clients on one of our packages

▶ Admission to the "Gardens of Light"

▶ Special visit to the Jardins Biovès (Biovès Gardens) at 8.30 am to see fruit being replaced on the citrus fruit creations, exclusively for clients on one of our packages

▶ Guide tour of Maison Herbin, with its traditionally produced citrus fruit jam and marmalade

▶ Guided tour of la Casetta, exclusively for clients on one of our packages

▶ Extra: gastronomic dinner, "a selection of dishes based on Menton citrus fruit", by Mauro Colagreco, Chef of the Mirazur, 2 stars in the Michelin Guide (contact us)

#### STAY 3 DAYS / 2 NIGHTS

€400/ person in a double room

€120 single supplement

#### STAY 4 DAYS / 3 NIGHTS

€470/ person in a double room

€180 single supplement

#### STAY 5 DAYS/4 NIGHTS

€540/ person in a double room

€240 single supplement

Contact: Menton Tourist Office

[www.fete-du-citron.com](http://www.fete-du-citron.com) (rubric: Packages & Accommodation)



# MANDELIEU-LA NAPOULE TOURIST OFFICE SUGGESTIONS:



## • WINTER FESTIVITIES ON THE FRENCH RIVIERA

- ONE WEEKEND = 3 GREAT WINTER CELEBRATIONS  
From 22 to 24 February 2013
- Menton • Nice • Mandelieu-La Napoule

### Sample Programme:

FRIDAY 22 FEBRUARY: LEMON FESTIVAL - MENTON

Friday morning: Arrival at the hotel

Friday afternoon: Visit to the Jardins Biovès (Biovès Gardens)

Friday evening 9 pm: Night-time procession of floats

SATURDAY 23 FEBRUARY: NICE CARNIVAL

Morning: Free time in Nice

Afternoon: 2.30 pm: Battle of Flowers (Flower Parade)

SUNDAY 24 FEBRUARY: MIMOSA FESTIVAL -  
MANDELIEU-LA NAPOULE

Walk at your own pace on the customs officers' path, "le sentier des douaniers"

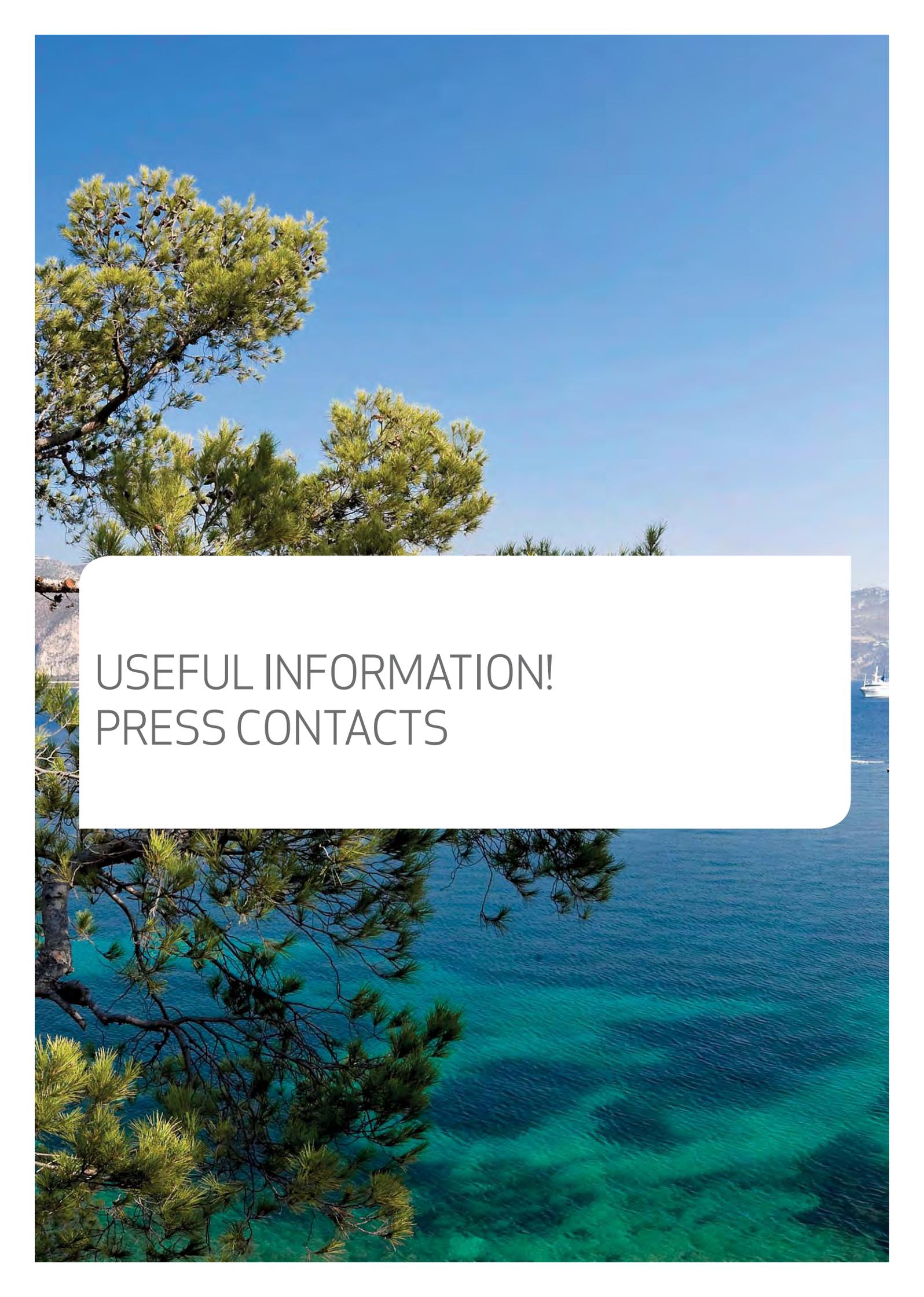
Afternoon: 2.30 pm Procession of Floral Floats

2 NIGHTS IN A DOUBLE ROOM WITH BREAKFAST, IN A 3-STAR  
HOTEL IN MANDELIEU-LA NAPOULE

From €152 per person (excluding transfers and meals).

Create the weekend that is right for you on our site's market place:  
[www.reservation-mandelieu.com](http://www.reservation-mandelieu.com)





USEFUL INFORMATION!  
PRESS CONTACTS

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[www.cotedazur-tourisme.com](http://www.cotedazur-tourisme.com)

## NICE

### Office du Tourisme et des Congrès de Nice

Tel. 00 33 (0)4 92 1 46 15

Isabelle Billey-Quéré - isabelle.billey-quere@otcnice.com

**Press Kit Nice Carnival (Carnaval de Nice) 2013:**

[http://www.nicecarnaval.com/pdf/DP\\_Carnaval\\_2013.pdf](http://www.nicecarnaval.com/pdf/DP_Carnaval_2013.pdf)

**Sites for the general public:**

[www.nicetourisme.com](http://www.nicetourisme.com)

[www.carnavaldenice.com](http://www.carnavaldenice.com)

## MENTON

### Menton Tourist Office

Tel. 00 33 (0)4 92 41 76 93

Alain Godino - alain.godino@ville-menton.fr

**Press Kit Lemon Festival (Fête du Citron) 2013:**

[www.fete-du-citron.com/Dossiers-de-Press.html](http://www.fete-du-citron.com/Dossiers-de-Press.html)

**Sites for the general public:**

[www.tourisme-menton.fr](http://www.tourisme-menton.fr)

[www.feteducitron.com](http://www.feteducitron.com)

## MANDELIEU-LA NAPOULE

### Mandelieu Tourist Office

Tel. 00 33 (0)4 93 93 64 78

Béatrice Piednoel - promo@ot-mandelieu.fr

**Press Kit Mimosa Festival (Fête du Mimosa) 2013:**

[www.ot-mandelieu.fr/professionnel-mandelieu/documents-pros/DP\\_FETE\\_DU\\_MIMOSA\\_2013\\_MANDELIEU-LA%20NAPOULE.pdf](http://www.ot-mandelieu.fr/professionnel-mandelieu/documents-pros/DP_FETE_DU_MIMOSA_2013_MANDELIEU-LA%20NAPOULE.pdf)

**Site for the general public:**

[www.ot-mandelieu.fr](http://www.ot-mandelieu.fr)

## FAMILLE PLUS



[www.familleplus.fr](http://www.familleplus.fr)

COMITÉ RÉGIONAL DU **TOURISME**  
**CÔTE D'AZUR**

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