



Bagatelle®



OUR HISTORY

Hailing from France, proprietors Aymeric Clemente and Remi Laba teamed up in early 2008 to create a restaurant that encompasses the French Mediterranean lifestyle in atmosphere and cuisine. Featuring a signature style that incorporates classic Mediterranean food, chic decor, lively music, and an element of frivolous fun, Bagatelle quickly became a regular destination for New Yorkers, tourists, foodies and the Jet Set alike.

Lab a and Clemente have cultivated an environment that demonstrates their dedication to superior service, strategic operations, and an unparalleled ambiance while always providing a luxurious and unique experience. Since its inception Bagatelle NYC has become a home away from home and a place for guests to experience dining unlike anywhere else in the city.

The success of Bagatelle New York caused an overwhelming demand that it bring its signature style and service to destinations such as Miami, St Barth, St Tropez, Dubai, Rio de Janeiro, Sao Paulo, Punta del Este and Monaco. Bagatelle continues to flourish and expand as more and more guests fall in love with it's ambiance.



OUR HISTORY

BAGATELLE

Although the word can have various meanings owners Aymeric Clemente and Remi Laba have chosen the name Bagatelle for its slightly more playful meaning as the “light courtship of a woman.”

SOUTH OF FRANCE

Through its cuisine and ambiance, Bagatelle brings you then sun drenched flavors of the South of France and the Mediterranean coast.

PERSONALIZED & DETAILED SERVICE

Bagatelle is a neighborhood bistrot where all of our guests receive individually tailored attention. When you join Bagatelle for a meal, you join the Bagatelle family, and are treated as such. Many of our guests consider Bagatelle their home- away-from-home, as it possess that certain “je ne sais quoi” that makes all of its guests feel welcome any time of the day or night.



OUR LOCATIONS



NEW YORK

+1 212 488 2110

NYRESERVATIONS@BISTROTBAGATELLE.COM



ST BARTH

590 590 27 5151

SBH@BISTROTBAGATELLE.COM



SAO PAULO

+55 11 3062 5870

INFO@BISTROTBAGATELLE.COM.BR



MIAMI

+1 305 704 3900

MIAMIRESERVATIONS@BISTROTBAGATELLE.COM



ST TROPEZ

+33 4 94 79 83 25

ST-TROPEZ@BISTROTBAGATELLE.COM



DUBAI

+971 4 354 5035

RESERVATION@BISTROTBAGATELLEDUBAI.COM



PUNTA DEL ESTE

+598 4277 0104

PUNTADELESTE@BISTROTBAGATELLE.COM



RIO DE JANEIRO

+ 55 21 3114 7988

INFORIO@BISTROTBAGATELLE.COM



MONTE CARLO

+377 99 99 09 69

MONACO@BISTROTBAGATELLE.COM



OUR GUEST PROFILE

- MEN & WOMEN 25-50 YEARS OLD
- AFFLUENT WITH DISPOSABLE INCOME
- WELL-TRAVELED JETSETTERS
- FOOD AFICIONADOS
- TRENDSETTERS
- INFLUENCERS
- SOPHISTICATED PARTIERS
- FASHIONABLE BUSINESS TRAVELERS

BAGATELLE CORE VALUES & BRAND PLATFORMS

- EXCELLENCE IN FOOD

- LEADING TEAM

- ULTIMATE AMBIANCE





EXCELLENCE IN FOOD

Bagatelle is first and foremost an epicurean experience. Our Chefs carefully select only the finest ingredients, using local organic products as often as possible. Each dish is carefully prepared with attention given to the even the smallest details. Bagatelle's guests' discerning palates and expectations of high quality food and service are met with aplomb, ensuring repeated returns.

Provincial French cuisine lies at the heart of Bagatelle's culinary identity. It is by combining these classic dishes and techniques with local ingredients and flavors that Bagatelle's Chefs create innovative dishes that still speak to its French roots. Carefully selected Executive Chef's at each unique Bagatelle location develop menus to reflect both the restaurant's local offerings and French culinary heritage.

CHEF NICOLAS FREZAL

BAGATELLE NEW YORK

CHEF SOFIANE DRIDI

BAGATELLE ST BARTH

CHEF NICOLAS CANTREL

BAGATELLE SAINT TROPEZ

CHEF GUSTAVO YOUNG

BAGATELLE BRAZIL (SAO PAULO & RIO DE JANEIRO)

CHEF TIMOTHY NEWTON

BAGATELLE DUBAI

CHEF MATTHIEU GODARD

BAGATELLE MIAMI



EXCELLENCE IN FOOD

CHEF TIMOTHY NEWTON



With 15 years of experience in some of the worlds best restaurants, Group Head Chef for Global Hospitality Asset Management (GHAM) and Bagatelle, Timothy Newton, began his career in 1998 under Sebastian Brown at Stacy's Restaurant, Oakland, California.

A notably talented, natural-born chef, Timothy's mother, Janet, encouraged his move to Paris in 1999 where he graduated

as First in Class from Le Cordon Bleu Culinary School, obtaining a two-year contract on the Radisson Seven Seas Cruise Ship.

In 2002, Timothy moved to Northern England to take up a position as chef at Wentworth Hotel, before moving onto London's Wolseley Restaurant in 2004, ranked in the top 30 of the world by San Pellegrino. Following two years of invaluable experience, Timothy moved to St Alban to work under Francesco Mazzei, considered the best Italian chef in England, before moving to Sydney's Aria Restaurant, where he worked alongside Matt Moran.

In 2009, Timothy moved back to London to partake in the opening of Lutyens, and undertake a position as chef under Ed Wilson at Terrior. 2010 brought him to Dubai to open Le Petite Maison as Executive Sous Chef. Three years later, Timothy joined the GHAM team. He contributes much of his culinary style and finesse to global influences and the teachings of leading restaurateurs Chris Corbin and Jeremy King.

Today, you will find Timothy casting a careful eye over the Bagatelle kitchen, whipping up favourites including Bagatelle Royale, Truffle Pizza and Whole Roasted Truffle Chicken with Foie Gras.





EXCELLENCE IN FOOD

CHEF NICOLAS R. FREZAL



Nicolas R. Frezal was born in the South of France of French and Spanish roots, raised in Montpellier. With its own Arc-de-Triomphe; the city is filled with history, culture, bistros, familyrun restaurants and beautiful beaches nestled on the Mediterranean Sea.

Nicolas started his formal culinary training at the age of 14 and earned his culinary degree

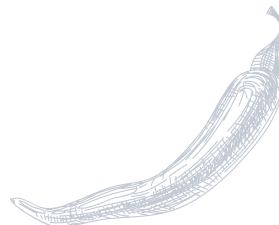
in 1998 and in 2004 Nicolas won first place in a cooking competition and received the Escoffier award.

He began his career working for 4 years at Le Castel Ronceray in Montpellier under Chef Patrick Guiltat who saw Nicolas' potential and made a phone call to a good friend. Soon after Nicolas was on his way to Paris to work at the 21 year old, 3 Michelin star restaurant Le Taillevent under Chef Alain Solivères.

Nicolas continued his career in Paris working along side under some of the world's most highly regarded chefs. For 4 years he worked at Michelin star Hotel Restaurant Le Meurice under Chef Yannik Alléno and occasionally worked as an extra at Restaurant L'ami Jean under Stephane Jego, a pioneer of the French Bistronomie cuisine.

In 2009, his friend Ricardo Bertolino, the Executive Chef at Maison Boulud in Montreal, Canada had convinced Nicolas to move to New York City and helped him secure a position at one of the most highly recognized establishments, Daniel Boulud's restaurant Daniel in the Upper East Side working under Executive Chef Jean-François Briel.

Remaining in New York City with his family, Nicolas went on to work as Sous Chef at Jean-George's The Mark and in 2014 he joined Bagatelle New York as the Sous Chef and in 2016 was promoted to Executive Chef.



EXCELLENCE IN FOOD

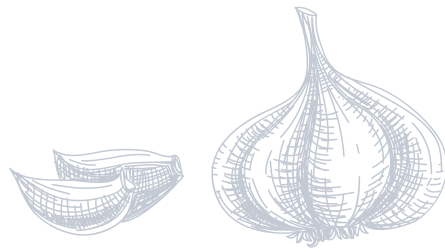


CHEF SOFIANE DRIDI



According to Chef Sofiane Dridi, cooking is not only a profession, it is a real vocation. With 15 years of experience, he has studied alongside the best and worked for the most prestigious French restaurants such as the Palace la Messardière in St Tropez, “Le Grand Coeur” in Meribel or “Le Manalie” in Courchevel. His will to transform ingredients and elevate each product to make a dinner at Bistrot Bagatelle a unique culinary

experience. With his refined and sophisticated cooking inspired from French basics and tastes from around the world, the Chef hopes to give his guests an experience for all the senses.



CHEF NICOLAS CANTREL



Executive Chef at Bagatelle Beach in St. Tropez Nicolas Cantrel has trained under such visionary restaurateurs as Alain Ducasse, for nine years at Aux Lyonnais and Le Louis XV, Daniel Boulud, at Daniel, and Geoffrey Zakarian, at Country.

At Bagatelle, Chef Cantrel combines his formal French culinary training with a sense of whimsy and a deep respect for regional ingredients.

The resulting menu is a showcase of creative takes on classic dishes that delight his diners. His personal touches are showcased in such dishes as ravioli de bar et artichaut; a homemade sea bass and artichoke ravioli, and coquilles St. Jacques et ses légumes de saisons; roasted sea scallops served with seasonal vegetables. Capturing the true spirit of St Tropez in every bite, Chef Nicolas Cantrel provides guests at Bagatelle Beach a truly epicurean experience.



EXCELLENCE IN FOOD

CHEF GUSTAVO YOUNG

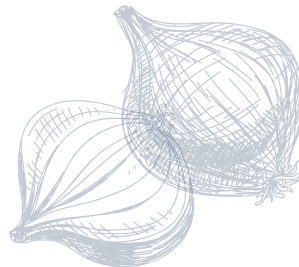


After studying the culinary arts at Senac in São Paulo, Gustavo Young traveled to Europe to start his career. He gained experience in famed restaurants such as El Celler de Can Roca in Girona, Spain, boasting three Michelin Stars and voted best restaurant in the world in 2013 by Restaurant magazine. Shortly after that, Gustavo moved to Barcelona to work under acclaimed chef Ferran Adria at Dos Palillos, where they

received a coveted Michelin star.

With these exceptional experiences under his belt, Chef Young took his talent to the Mandarin Oriental Barcelona. Under the direction of Chef Jean Luc Figueras he gained a mastery of French cuisine. Following his work with the hotel, Gustavo's traveled to Milan. It was there that he partnered with soccer star Clarence Seedorf to open Finger's Garden, a fine dining Japanese Restaurant.

When Chef Young felt it was time to return to his native Brazil, he was brought on by Bagatelle as its Executive Chef in Bagatelle São Paulo. Capitalizing on his Brazilian heritage and experience with a plethora of world cuisines, Chef Gustavo Young has had much success as the Executive Chef of the first Bagatelle in South America. This success has lead Chef Young to take on the role of Corporate Chef for both Bagatelle Sao Paulo and Rio de Janeiro.



EXCELLENCE IN FOOD

CHEF MATTHIEU GODARD



Bagatelle Miami Beach Executive Chef Matthieu Godard began his career spending several years gaining experience in Club Méditerranée. Later, Godard traveled to Spain to join the team of Chef Ramon Freixa in Marbella.

In 2006 Chef Godard moved to New York City and began a seven year stint working with world renowned Chef Daniel Boulud.

During his time under Chef Boulud in New York, Chef Godard had the opportunities to work at both at Bistro Moderne and the prestigious three Michelin starred restaurant, Daniel. He later went on to helm the kitchen at Bistro Moderne Miami. When Bagatelle opened it's Miami Beach outpost, Chef Matthieu Godard was the perfect fit to preside over the kitchen.



LEADING TEAM

REMI LABA & AYMERIC CLEMENTE - CO-OWNERS



The Bagatelle Brand came to life when business partners Aymeric Clemente and Remi Laba shared a desire to translate their previous experience in Hospitality in an environment that stood a lot closer to their idea of what a modern dining destination should be like, and was in line with their own aspirations. Today, they feel very fortunate to be able to expand Bagatelle globally in 9 locations and counting, and to find that their restaurant values resonate so loudly amongst the global dining scene. Aymeric and Remi are most proud of all the beautiful memories they have helped their customers build as well as being a witness to many wonderful life celebrations. To them, Bagatelle is a lifestyle, a way of life, where Joie de Vivre is a constant driver.



ULTIMATE AMBIANCE: ELEGANCE

Stepping into Bagatelle is like stepping back in history into a Provençal café, or an old Parisian apartment. Brought to life by famed design firms **Icra** (NY and Miami), **Big Time Designs** (Dubai), **Gilles Pellerin** (St Tropez), & **Lambart & Browne** (Monaco) - charmingly elegant details including delicate moldings, coffered ceilings, deep art nouveau mantels and subtle lighting add a certain intimate warmth to the space making it all the more welcoming. The classic architecture contrast beautifully with the pop art scattered throughout from some of the world's foremost modern artists. Bagatelle restaurants all share key design elements, making our guests feel at home at whatever location they're visiting, while still adding local flair to reflect the regional culture.

Our café, Maison Bagatelle, utilizes the same design essence, but with a more casual twist. Tables are stripped of their tablecloths and seating is designed with comfort in mind. As in any traditional bakery, there are artful food presentations, a patisserie display case, and walls decorated with vibrant art. The elegant chandeliers seen in our bistros may be replaced with more contemporary lighting fixtures, but our guests can easily recognize the signature Bagatelle style.

When we take Bagatelle to the beach we look to seamlessly integrate those classic and familiar Bagatelle elements with authentic regional details. In St. Tropez we bring in organic materials like driftwood, wicker, rope, and sand to reflect the naturally playful, relaxed, and luxuriant feel of the French Riviera. Design components in the restaurant, such as oversized banquets and generously sized tables, are meant to welcome large plates of delicious dishes made to be shared amongst friends. Every element in the space promotes that inexplicable and quintessential French sensation of joie de vivre.

DESIGN FIRMS

Bagatelle has worked with leading design firms around the world, creating spaces that offer an unmatched ambiance.

ICRAVE

Known for creative, high-energy environments that actively engage visitors, ICRAVE has mastered the art of experience design, melding operational, digital, and physical elements across a spectrum of diverse spaces.

Helmed by Lionel Ohayon since 2002, ICRAVE has designed award-winning hospitality, airport, development, and healthcare projects, partnering with high profile brands such as W Hotels, MGM, Disney Dream, Hilton, Memorial Sloan Kettering, Summit Series, and OTG. Spanning a number of industries, ICRAVE's notable projects include Le District, LaGuardia's Delta Terminal C & D, The Summit at Powder Mountain, STK Restaurants, Provocateur, and more.

Big Time Designs

Award winning Big Time Design Studios: a seamless combination of design, environmental art, fashion, music, branding and creativity; Bigtime Design is most known for high concept, high style public space environments. With a primary design specialization in hospitality public spaces and residential, our clients span a range of sectors including hotels, restaurants, commercial, nightclubs and more.

The studio's recent projects include conceptual design for a luxury penthouse at the Portofino South Beach, a dynamic, sexy story, a down home backyard barbeque restaurant, Bobbi Sue BBQ, a dirty disco night club design re-imagining and build-out of the Cameo Theater (for which BTDS received a night club interior design award nomination and won the "Best Nightclub Design Renovation Award".) and a full scale re-branding of UK nightclub and dance music institution Gatecrasher. Big Time has also completed numerous nightclub, bar and restaurant projects including, Ristorante Angelina, Exit, Frank's, Glow, Hi Tops, Kaboom, Neo, Oo-La-La!, Tequila Roadhouse, Vinyl, America's Backyard and Watusi.

Collection Privee / Gilles Pellerin

Over 30 years in business, covering architecture and interior decoration, the Collection Privee team has completed a multitude of projects - houses, apartments, boats, aeroplanes and offices. As well as the Côte d'Azur where they have their stronghold, the Collection Privée team works both in France and abroad. London, Brussels, Amsterdam, Lyon, Saint Petersburg, Ibiza, Gstaad, Zurich, Moscow... They take on all styles and all settings. All their travel has made them flexible and capable of adapting to any situation.

Lambart & Browne

Freddy van Zevenbergen and Tom Browning have maintained a commitment to creating & designing spaces of the highest quality that are designed to meet the needs of discerning clients. Since forming L&B, we have continued to lead on projects of the very highest quality in a variety of sectors around the world, quickly gaining a reputation for creativity, flair, and a passion for perfection.

Lambart & Browne's designers come from a variety of known design houses such as Kelly Hoppen Interiors, David Collins Studio, Thorp Design, John Stefanidis, Veere Grenney Associates & Nicky Haslam Design. This vibrant collaboration of diversely talented individuals with wide ranging expertise in all areas, from design to project management, acquisitions and installation. This wealth of combined experience gives Lambart & Browne the focus on producing an original and inspirational style backed by highly professional, concise and closely monitored administration.



ULTIMATE AMBIANCE: CURATED ARTS

The guests who frequent Bagatelle have an appreciation for the fine arts. Our key design elements include pristine white walls and elegant scrolling moldings on which we display great works of art by celebrated artists. In 2015, Bagatelle entered into a global partnership with Opera Gallery as the curator of all art experiences. Currently, great artists can be seen and enjoyed in Miami, including The London Police, Seen, and Joe Black. Our Opera Gallery curated experiences will bring great artists to our walls but will also translate into integrated art events for our guests. Bagatelle clients can look forward to the following:

- Artist dinners
- Private showings
- Private tours of the artist studios for our VIP art lovers
- Monthly art events showcasing new works
- Limited access to curated goods by artists
- Exclusive access to preferred acquisition programs for our patrons

OPERA GALLERY

ULTIMATE AMBIANCE: MUSIC

Music is an integral part of the Bagatelle culture, setting the tone for our guests and guiding their experience. Dining at Bagatelle is a unique affair that our guests thoroughly appreciate all aspects of. World renowned DJs blend their lively and energetic music with the culinary excellence of Bagatelle's Chefs. The melodies begin soft and flowing, gradually building energy as the evening progresses. Stronger rhythms with global compilations of French, American, Hispanic, British, and Arabic music create an exhilarating atmosphere of sound sensations and a captivating, unique ambiance for our guests.

Our carefully curated staff of in-house DJs create the soundtrack to Bagatelle; one that will remain in your memory. Musical mixes from around the world undeniably contribute to the success of this legendary establishment, often copied, never duplicated.

BAGATELLE RESIDENT DJs



STAN COURTOIS
NEW YORK



GABIN NOGUEIRA
ST BARTH & SAO PAULO



KRIS CORLEONE
ST. TROPEZ



**VINCENT
DAUBAS**
MIAMI



**LUCAS
BORCHARDT**
RIO DE JANEIRO



SAM STARKS
DUBAI



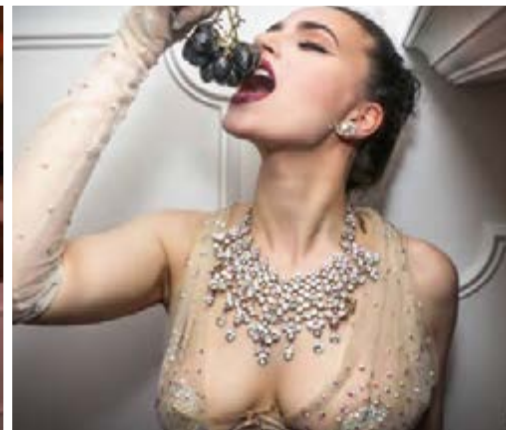
PHILIPPE PARIS
NEW YORK

ULTIMATE AMBIANCE: PERFORMANCE

On special occasions Bagatelle's very own Master of Ceremonies, **Mahdi Jaggae**, provides an exhilarating performance that engages guests and takes them on a journey of the senses. Musicians, dancers, and other unique performers create an experience that is unmatched.

Mahdi Jaggae has always had a thirst for music. He started his career nearly 20 years ago writing lyrics and composing melodies, and eventually contracted with one of the biggest tour productions in France allowing him to play alongside Alicia Keys, Jamiroquai, Lauren Hill and many more. Singing with DJs

has always been a passion, which he discovered performing on great stages of electronic festivals worldwide with artists such as Gilles Peterson, Sir Norman Jay, Afronymous Production, & DJ Vadim. In 2011 he was given the opportunity to host at one of the biggest summer clubs in Europe, Palais Club, located on the rooftop of the well-known Palais des Festivals in Cannes, where he performed alongside major international artists such as Prince, 50 cent, Deadmo5, NeYo, Tiesto and many more. This international exposure catapulted him into the music scene and we are now honored to have Mahdi as the exclusive MC for Bagatelle Worldwide.





ULTIMATE AMBIANCE: INNOVATION

In April of 2008, Bagatelle New York burst on to the restaurant scene with its now world-famous “Champagne Brunch”, forever changing the way people spend their weekend afternoons. Bringing the joie de vivre of the French Riviera, Bagatelle brunch is the hottest weekly event in Manhattan. It is where the well-heeled come to feast on delicious contemporary French cuisine and let loose to the music of some of the top DJs from New York, St. Tropez, St. Barth’s and Paris. Since its inception, the brunch parties have evolved to include special themed signature events including the Beach Brunch and Bagatelle Do Brazil.

JOIE DE VIVRE

TRANSLATED AS “LOVE OF LIFE”, THIS PHRASE CHARACTERIZES THE ATTITUDE OF THE BAGATELLE CLIENTELE AND THE PHILOSOPHY OF THE TEAM.

BAGATELLE OFFERS A TREAT FOR THE SENSES

- A sight to behold for the eyes
- Fabulous word-class music for the ears
- A feast for the palate

PRESS & CELEBRITIES

A regular hangout for celebrities and tastemakers, Bagatelle is always buzzing in the media with coverage by some of the top national & international outlets such as: NY Times, NY Post, Wall Street Journal, Time Out, Huffington Post, The Daily Meal, Vogue, W Magazine, People Magazine, US Weekly, Conde Nast Traveler, Departures, Bon Appetit, Saveur, Urban Daddy, Eater, and many more.

The New York Times **NEW YORK POST** THE WALL STREET JOURNAL

TimeOut THE HUFFINGTON POST  **The Daily Meal**
All Things Food & Drink VOGUE W

People **US** WEEKLY **Traveler** CONDÉ NAST DEPARTURES **bon appétit**
Eat well. Savor life. Pass it on.

SAVEUR URBANDADDY **EATER**

PRESS & CELEBRITIES

Bagatelle is a destination for A-list celebrities, athletes, fashion designers and business moguls. Our celebrity clientele includes figures such as:



Sienna Miller
Ivanka Trump
Kanye West
John Legend
Derek Jeter
Christian Slater
Alicia Keys
Amber Tamblyn
Gabriela Sabatini
Monica Bellucci
Todd English
Penn Badgley
Idina Menzel

Fernanda Motta
Sammy Traore
Ricky Barnes
Danny Devito
Nina Garcia
Ralph Lauren
Tommy Hilfiger
Selita Ebanks
Mena Suvari
Michael Jordan
Hugh Grant
Ben Silverman
Hillary Duff

Jessica Szohr
Shannon Doherty
Sophia Bush
Rumer Willis
Barry Diller
Sheryl Crow
Tyra Banks
Jean-Luc Lahaye
Elle Macpherson
Ana Beatriz Barros
Eli Manning
Peyton Manning
Mary Kate Olsen

Jason Statham
Mickey Rourke
Blake Lively
Stephanie Szostal
Yannick Noah
Veronica Webb
Ice – T & Coco
Jason Segel
Leighton Meester
Bethenny Frankel
Jennifer Aniston
Whitney Port
Steve Mandanda

Molly Sims
Spike Lee
Tinsley Mortimer
Roberto Cavalli
Serena Williams
Eric Clapton
Steve Nash
Jamie-Lynn Sigler
Chase Crawford
Dr “J”
Taye Diggs
Ciara
Michele Trachtenbergh

Eli Tahari
Thierry Henry
Eddie Irvine
Paris Hilton
Martin Scorsese
Jeremy Irons
David Hasselhoff
Mariah Carey
Adriana Lima

BAGATELLE'S FUTURE

BAGATELLE IS LOYAL TO THEIR CLIENTELE AND WANTS TO ACCOMPANY THEM THROUGH THE YEAR. IT IS FOR THIS REASON THAT WE CHOOSE OUR LOCATIONS BASED ON THEIR LIFESTYLE.

IBIZA - 2017

Bagatelle is excited to bring our experience to the haute vacation island of Ibiza in spring 2017. The ultimate jet set destination, Ibiza was a natural choice for our next international outpost.

