



LA ROUTE ALPINE

Autumn 2019

LA ROUTE ALPINE

Alpine is all about passion. A brand founded in 1955, which came back in 2017 with the new Alpine A110, and received an incredibly warm welcome.

Today, Alpine is also the experience you are living with your Alpine A110.

Our exclusive programme « La Route Alpine » was designed to continue the journey at your side.

This autumn 2019, our first destination is Reims: Our Partner Louis Roederer Champagne opens the doors of its private property. The second trip takes you to Les Voiles de St-Tropez to experience an incredible atmosphere on the French Riviera.

We look forward to seeing you at our events to drive on the most beautiful roads together and to share unforgettable moments.

Yours,

Régis Fricotté - Sales Director, Alpine





ALPINE - LES VOILES DE ST-TROPEZ

30th September - 3rd October 2019



LES VOILES DE ST-TROPEZ

The history of Les Voiles de St Tropez starts on the 29th September 1981 with the sailing boat IKRA, then owned by the man who created Alpine.

His skipper, Jean Lorrain, launches a challenge to the American Dick Jason, owner of the Swan 44 Pride. The race starts at the foot of the village of St-Tropez at the Tour du Portalet, round the mark of la Nioulargo, and finishes at the beach of Pampelonne. The loser would buy the winner lunch at the famous beach restaurant Club 55. A myth was born...

Since then, this regatta has become a unique event, a gathering for classic sailboats with history, ordinary racing boats, prototypes and maxi yachts. It takes place every year during the first week of October in the Gulf of St-Tropez.





PROGRAMME

MONDAY, 30th SEPTEMBER

- 05:00PM: Meet and Greet at *Château de la Messardière* – Check-in
- 07:00PM - 08:30PM: Harbour walk and visit to the Village des Voiles de St Tropez
- 09:00PM - 11:00PM: Dinner at the restaurant Le Girelier located at the Harbour of St Tropez



Overnight stay at Château de la Messardière

The programme might be subject to changes



PROGRAMME

TUESDAY 1st OCTOBER

- 10:00AM - 11:00AM: Breakfast at Sénéquier, in the harbour of St Tropez
- 11:30AM - 01:30PM: Watching the regatta onboard « La Pouncho »
- 01:30PM - 03:00PM: Lunch at the Club 55, Ramatuelle Beach
- 04:00PM - 06:30PM: Guided tour to the village of St Tropez and the citadelle OR the not-to-be-missed contest of balls on the place of the Strings
- 07:00PM - 08:00PM: Exclusive Apéritif onboard the traditional IKRA Sailboat, in the Harbour
- 08:00PM - 10:30PM: Dinner at the Restaurant Le Café de Paris

Overnight stay at Château de la Messardière



The programme might be subject to changes



PROGRAMME

WEDNESDAY, 2nd OCTOBER

- 9:00AM - 10:30AM: Breakfast at *Château de la Messardière*
- 10:30AM - 11:30AM : Free time or *Road Trip* to St Tropez
- 12:00AM - 01:00PM: Welcome drinks at the *Domaine Louise à Gigaro*
- 01:30PM – 03:00PM: Lunch *Chez Camille*
- 03:00PM : Departure



The programme might be subject to changes



ACCOMODATION

CHÂTEAU DE LA MESSARDIERE****

Built in the 19th century and fully restored since, the 5-star Château de la Messardière has maintained all its extraordinary original character and is regarded as a genuine institution in Saint-Tropez.

Situated on a hillside, just a few minutes away from the centre of Saint-Tropez and Pamplona beaches, the Château de la Messardière offers an incomparable panoramic view over the gulf of Saint-Tropez, vineyards of Ramatuelle and the Mediterrean Sea.





FOOD EXPERIENCE

MONDAY 30th SEPTEMBER - Dinner at GIRELIER

The restaurant Le Girelier is a real invitation to taste and enjoy seafood and local products in the pure spirit of the « fisherman's shed ».



TUESDAY 1st OCTOBER - Breakfast at SENEQUIER

Created in 1872 by Martin and Marie Sénéquier, this venue has meanwhile become a must see in St Tropez.

Renovated in 2013 in a vintage style, the place also serves food.



FOOD EXPERIENCE

Tuesday 1st OCTOBER - Lunch at CLUB 55

A unique place, a must seen, and even a legend for some! The Club 55 has indeed a long and delightful history. This is the place where the « challenges » started. This spot is quite separate from the rest of Pamplona beach, and offers a traditional cuisine, characterised by its simplicity and authenticity.



Tuesday 1st OCTOBER - Dinner at CAFE DE PARIS

The Café de Paris is the perfect place to enjoy a cosmopolitan range of quality products. Located in front of the magnificent boats in the harbour, it offers a lovely terrace as well as a refined restaurant on the inside.



FOOD EXPERIENCE

WEDNESDAY, 2nd OCTOBER - Lunch CHEZ CAMILLE

One of the legendary restaurants of St-Tropez, facing the Beach of la Bonne Terrasse and serving one of the best bouillabaises of the Coast.





VILLAGE DES VOILES



ST-TROPEZ

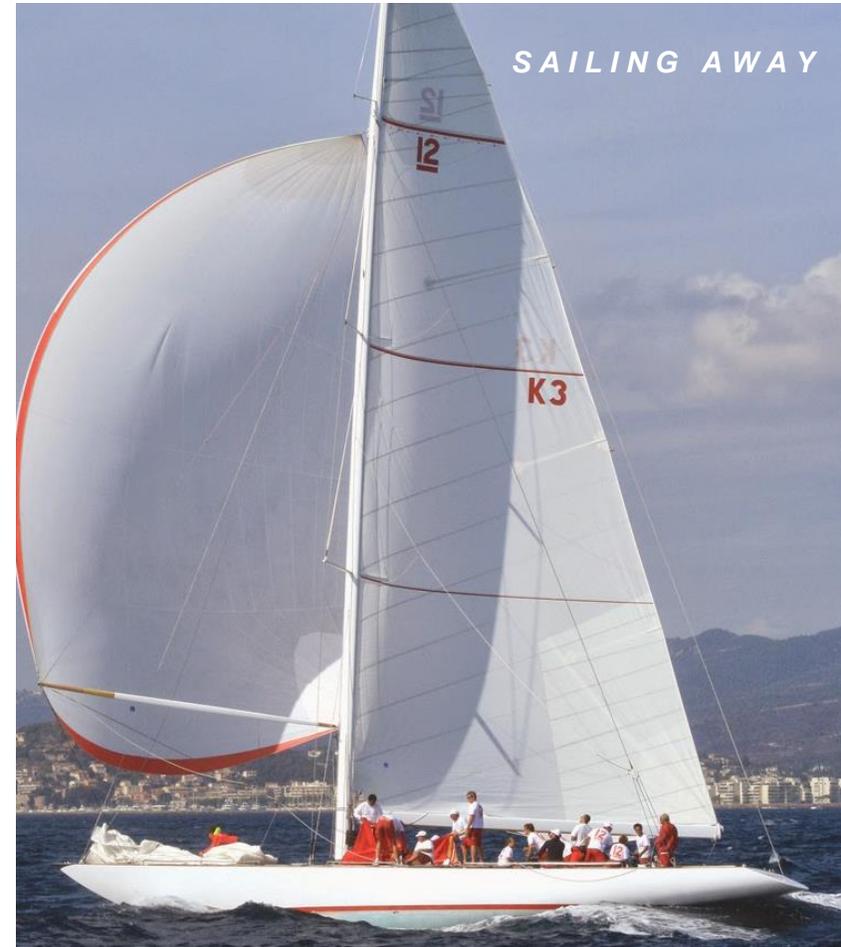
ACTIVITIES SUMMARY



ST TROPEZ HARBOUR WALK



WATCHING THE RACE ONBOARD
LA POUNCHO



SAILING AWAY



LEGENDARY
BALL CONTEST



DRIVING EXPERIENCE



PRICE (incl. VAT)*

3 Days Package :
1 900€ / participant



** Provided the minimum capacity of participants is reached.*



Les Voiles de Saint-Tropez

Information and booking

Contact :

lesvoiles@signature-team.com
