

LES MENUIRES

19

LA MASSE



© Office de Tourisme Les Menuires



PANORAMIC

With Les 3 Vallées ski area that goes up to 3,230m and epic peaks such as La Cime Caron (3,200m), La Saulire (2,700m) and Le Mont du Vallon (2,952m). Les Menuires has plenty of panoramic summits of its own, including Le Mont de la Chambre (2,850m) and the mythical Pointe de la Masse (2,804m), really popular with fans of untouched snowy slopes.

EMBLEMATIC

It's the gateway to Les 3 Vallées, the Holy Grail for skiers and the world's largest ski area, connecting 8 resorts.

600km of runs, over 85% above 1,800m, 50,000m of vertical drop and breath-taking views of over 1,000 epic Alpine peaks.

OLYMPIC

The resort hosted the men's special slalom event during the Albertville Olympic Games in 1992.

FUN

The **Speed Mountain toboggan run on rails** with 1,000m of thrilling twists and turns and ups and downs, the **mini KL speed skiing run**, 4km **'Roc'N Bob' toboggan run** with 22 bends and 450m of vertical drop, **Roc'N Bike, fat biking on snow** on the same 4km run, a fun park, paddling pool, toboggan, ice grotto, pools with massage jets and underwater seating – all laid on so that people of all ages have a great time – some of them even enjoy a second childhood!

Les 3 Vallées = 42 fun zones and 9 toboggan runs open to all!

AFFORDABLE

Free ski passes for the under-5s – Family Rates (the whole family skis at the children's rate).

No need to kneel down at the turnstile to get the children's rate!



DID YOU KNOW?

Les Menuires – from coal to white gold.

The name **Menuires** comes from the old coal mines once worked by the people of Le Bettex, a neighbouring village.



© Office de Tourisme Les Menuires

LES MENUIRES IT'S

DIFFERENT

Part of the 'Snow Plan' and built from scratch in 1964, Les Menuires is a mix of buildings in the unapologetically modern style of the time (concrete, rectangular blocks and pure, simple lines) and recent designs (chalets and luxury complexes), closer to traditional Savoyard architecture using wood and stone. Treated with so much scorn in the past, the architectural heritage of Les Menuires has now made the resort a symbol of French modernism and inventiveness – it's in the DNA and a source of great pride: the clock tower won the first ever Prix d'Architecture Métallique in 2000 and the historic 'Brelín' cruise liner-style building with 640 co-owners on La Croisette was awarded the 'Architecture du XX^{ème} Siècle' heritage label in 2012.

Today, 3/4 three quarters of the hotels and complexes are 4-star rated.

CHEEKY

First edition of the Comedy Festival from 11th to 14th March, shaking up the evenings in Les Menuires – hosted by Florent Peyre.

COOL

2 leisure complexes, **Les Bruyères Aquafun & Wellness centre** with its 3,500m² dedicated to relaxation and fitness, the **La Croisette sports centre** - a 4,500m² temple of well-being, sport and leisure, plus 9 private spas in complexes and hotels open to everyone and offering some pretty amazing treatments: Deep Nature at Les Alpagnes de Reberty, Spa Bio at l'Hôtel Kaya and the Ô Pure Spa by MMV.

STRATEGIC

Experienced skiers, improvers and beginners can all express their love of skiing at their own pace and level.

Beginners aren't trapped the foot of the slopes – the Easy Rider 3 Vallées label offers a promise of wide descents and gentle slopes, even way up high.



A SKI HOLIDAY IN LES MENUIRES MEANS:

'7 days, maybe one more, maybe one less. It's so brief, unique, you need it so much... 7 days is actually 168 hours or 10,080 minutes... And so many precious moments, little pleasures, intense emotions.

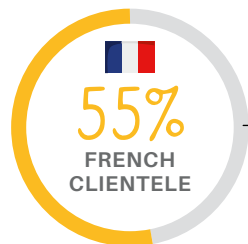
*It might not seem a lot when you put it like that,
but these are the moments you carry in your heart for ever'*

*Marlène Giacometti,
Director of Les Menuires Tourist Office*



© Office de Tourisme Les Menuires

AND IT ALL ADDS UP



OVER 60 NATIONALITIES

TOP 3:



British



Belgian

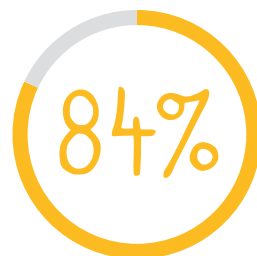


German

1 505 460 SKI DAYS

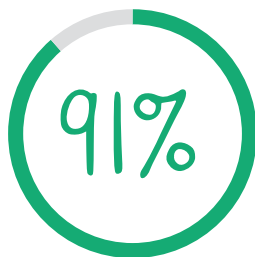
26 175
tourist beds

1 661 200
overnights



positive
word of mouth
referral

VS 80% AVERAGE
FOR COMPAGNIE DES ALPES
RESORTS*



**intend to come back
the following year**

BEST SCORE FOR
COMPAGNIE DES ALPES
RESORTS*

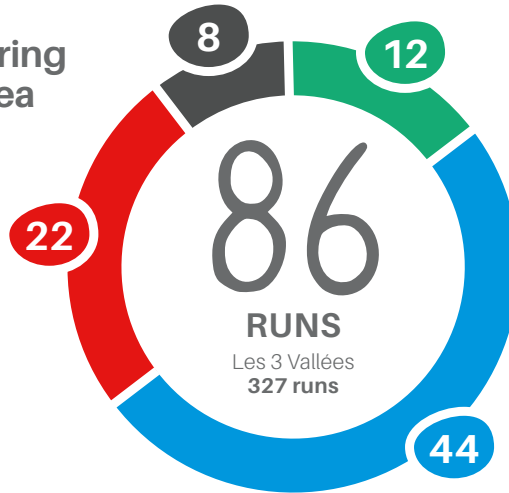
*results of the Baromètre GfK for winter 2017/2018.
For winter 2017/2018.

160KM OF SNOWSPORTS

and Les 3 Vallées: **600km**

443
snowmakers covering
50% of the ski area
Les 3 Vallées **2,383**

15,392
hours of piste
grooming
70 piste grooming machines
across Les 3 Vallées



28 KM
cross-country
skiing trails

+1 snowpark
+5 fun zones
Les 3 Vallées: **42** fun zones

8,8KM
of nets

33
ski lifts



13,900 000
ski lift journeys



© Fabien Maierhofer

MENUIRES, COMES EVEN MORE ALIVE AFTER DARK

HOLD BACK THE NIGHT

The resort brought in LED lighting last year.

After sundown, La Croisette was almost unrecognisable, decked out in custom lights created by Lyon-based company Les Eclairagistes Associés. And the resort will be just as lively this year as night falls – we’ve come up with all sorts of excuses for putting off bedtime.

NEW THE NIGHT SHIFT: MOONLIGHT RIDE ON A PISTE GROOMER

The slope service team in Les Menuires offers holidaymakers a peek behind the scenes as they get the slopes ready for the public. They work in the shadows every evening, maintaining, grooming and smoothing. We take a ride on a piste groomer. After about an hour’s grooming, the driver drops his passengers off at a mountain restaurant and goes off to complete the job, returning to pick them up after they’ve enjoyed a hearty snack. Just soak it all up - the cabs on the grooming machines give you a panoramic view of the vast expanse of white – lit up by just the headlights - and sometimes even the moon.

Sign-up at the Tourist Office. 2 hours.

Price: 50€/adult and 30€/child (5-12 yrs old).



NEW RIGHT ROUND THE CLOCK: THE LES MENUIRES 24 HOURS

8th December 2018 - resort opening date

This year, the resort will be celebrating its winter opening on 8th December with a new challenge: Les Menuires 24 Hours. 24 hours of glorious fun in the snow for everyone. In pole position – skiers from every walk of life, desperate to get back out on skis that have been put away for way too long. Throughout the weekend, pit stops at the food stand will be all about raclettes and giant fondues, La Croisette will serve as paddock for drivers to check their wax levels and make final adjustments to their skis so they don’t end up off-piste.

SPECIAL DEAL

- 2 nights in a ski-in/ski-out apartment for 4 people,
- including a '24h des Menuires' ski pass,
- and access to all activities.

From 90.⁸⁰€ / person / weekend,
based on an apartment for 4 people.

Info et reservations: reservation@lesmenuires.com
or +33(0)4 79 00 79 79

MENUIRES, COMES EVEN MORE ALIVE AFTER DARK

NEW KIDS' NIGHT:

MY FIRST TORCH-LIT DESCENT

Calling all have-a-go kids: they now have a torch-lit descent all of their own. Top of the list when it comes to catering for children, with 3 Piou-Piou villages and a nursery for little ones ages 3 months and over, this Family Plus resort now offers those aged 3 and up the chance to play with the big kids – they now have their own torch-lit descent to show off their progress with their parents looking on in wonder.

► Offer valid during school holidays – registration with the ESF compulsory.
5€/child (torch-lit and hot chocolate).

LIGHTING UP THE LA CROISSETTE



Over €400,000 has been spent on installing four 16m totem poles in a circular arc facing the runs.

Each pole is decorated with 24 tube lights arranged in 4 vertical lines and crowned by 5 rings – a nod to the resort's Olympic past.

No less than 1,750m of electric cable and some 200 lighting units transform La Croisette at night, creating a spectacular party atmosphere. This amazing light show was designed by Laurent Fachard, the truly enlightened man responsible for lighting the fountains at Versailles and the amphitheatre in Nîmes, as well as the artistic direction for the Fête de la Lumière in Lyon until 2003 – along with many other achievements.



© Xavier Boymond

SLOW ATTITUDE :

EASY TIMES

TIME PASSING, HAVING THE TIME, TAKING THE TIME,
WASTING TIME, OUT OF TIME
what about taking the time to take some time off?!

NEW ALTERNATIVE ROUTE:

FREEDOM FOR SKI TOURERS

Ski touring has been really popular for a while now, with many more fans wanting to get out there into the unspoilt landscape and enjoy their favourite eco-sport. This winter, Les Menuires will be offering an even larger choice of special trails. They are designed for beginners and experienced skiers alike, so everyone can ski in complete safety. Beginners will want to try the Brelin trail – 90 minutes of easy ascent to the top of the Roc 1 cable car. Anyone wanting a bit more of a challenge will like the Pas de Cherferie trail – two hours of ascent from Notre Dame de la Vie.

Free access.

NEW NEW TIME-SAVING 'CONCIERGE AND SERVICES' LABEL

With the rise in accommodation distribution channels, the need for quality and reassurance is higher than ever.

We want all the advantages of renting from a private individual, but without taking any chances. This new label is the guarantee of a qualified point of contact in resort who can provide any concierge services you may need, with the aim of making your stay as easy and hassle-free as possible.

Owners can also rest assured that their property is being managed by a professional. A whole range of services is available: welcoming guests, handing over keys, taking the damage deposit and tourist tax, checking the accommodation upon departure, cleaning, providing linen...

NEW STOP AND TAKE IN THE VIEW: RECHARGE YOUR BATTERIES

Take a break at the top of the Roc 1 cable car and soak up a view that will take your breath away – but not your appetite.

Everything you need for recharging your batteries – literally if you want to, thanks to the solar charging points for topping up your phone. Wi-Fi zone, deck chairs, designer picnic tables for everyone to share, orientation tables – all organised for a Friendly Menuires time-out with an amazing view of the slopes of La Masse. People are already saying that it's the nicest place to chill in Les 3 Vallées – you can't wait to get there, but when you do, you slow right down, not wanting to miss a single inch of the fantastic 360° views far into the distance!

Easy to access on foot.



© David André | Sophie Molesti

SLOW ATTITUDE :

EASY TIMES

IT'S SPA O'CLOCK

Les Menuires has 9 private spas open to the public at various complexes and hotels: signature treatments, exclusive product ranges and total relaxation in very special surroundings.

NEW CGH RELAXING SPORTS TREATMENTS

The Spa Ô des Cimes at the Résidence CGH les Clarines des Menuires is offering 2 new 'SOTHYS ATHLETICS' treatments specially designed for people who take their sport seriously. Let the professionals smooth away all the aches and pains in a relaxing environment of wood and stone.

✓ Warming/smoothing professional treatment:

an original Sothys treatment using a mousse that warms and detoxes at the same time. It's both wet and dry, warming and toning the skin – ideal for soothing tired muscles.

Rate: 75€

✓ Nutri-relax massage:

a deep tissue-style cosmetic massage treatment from Sothys specially designed for comfort and relaxation. It's ideal for toning up and smoothing the skin - whether you're into sports or not.

Rate: 75€

Spa Ô des Cimes Les Clarines +33(0)4 79 41 41 41

NEW SPA DE L'HÔTEL L'OURS BLANC****

The 4 star Ours Blanc des Menuires Hotel close to the centre of the Reberty 1850 area and Les Bruyères has a brand new Spa designed in glass, wood and stone.

There's an XXL balneotherapy bath measuring 3.5 x 4m completely made of glass under a veranda, also made of glass and offering a panoramic view of the Pointe de la Masse. The entrance is forested with tree trunks – the promise of a refreshing experience ahead. The new facility also has a sauna, steam room, experience shower, fully-equipped gym and relaxation area, which extends to the tube sauna and steam room installed on the wooded terrace with panoramic views. Just sit back and choose from an extensive range of Pure Altitude beauty and well-being treatments.

Open every day from 2 p.m. to 8 p.m. .

✓ **Spa for 2:** private Spa sessions in the morning. Package includes access to all facilities and well-being area for 2 hours and lunch (three courses/excludes drinks).

Rate: 270€ for 2 people.

Contact: +33(0)4 79 00 61 66 / www.hotel-ours-blanc.com



© Alpcat Medias

SLOW ATTITUDE :

EASY TIMES



YOGISKI: ME-TIME IN AN UNTOUCHED LANDSCAPE

6TH TO 13TH APRIL 2019.

When spring comes around, Les Menuires will be celebrating the third edition of Yogiski week.

A daily programme of free workshops open to all: Do In, sophrology, plant reflexology, yoga, shiatsu... conferences on nutrition, stress management, naturotherapy and complementary medicine...meditation walks by the river and lots of outdoor yoga sessions. Magical! The air is pure, ideal for pranayama – breathing exercises that revitalise your body and soothe your mind.

Just one session and you really feel the benefit, learning exercises you can easily do at home. Walking, yoga, relaxation, meditation – all in a friendly atmosphere and easy to fit in around your snowsports. Can you think of a better way to round off the ski season than indulging in a little me-time?

PACKAGE includes

- ▶ one week rental of a ski-in/ski-out apartment,
- ▶ 6-day Les Menuires ski pass,
- ▶ access to workshops (registration required).

From 256.⁵⁰€ per person,

based on an apartment for 4 people.

Info and reservation: reservation@lesmenuires.com

or +33(0)4 79 00 79 79



© Cyril Cousin

FUN AND GAMES...

Les Menuires has always been a place to have fun – even the Tourist Office provides board games free of charge. But winter sports are all about being out in the fresh air, so if you fancy a bit of fun up in the mountains, there's a place for everyone – skiers, non-skiers, kids, adults – at the top of the Roc 1 gondola lift. It's **an all new relaxation zone** with panoramic views, an igloo for little eskimos, **the Arène des Neiges** and even **an escape game** – popping up in some rather unexpected places.

NEW L'ARÈNE DES NEIGES

As soon as the snow starts falling, our cheeky grooming machines set about building a maze out of snow at the top of Roc 1. Junctions, dead ends, false trails – you'll need to be a bit clever to find your way out of this icy labyrinth around 20m wide and 2m high. It might be cold outside, but no need to break out in a cold sweat – ideal for a bit of family fun, with tales of the Minotaur and Ariadne's thread...

Easy Access for walkers. Free.

If you don't want to lose the thread ... just keep to the right-hand or left-hand side all the way round without taking your hand off the ice and you'll come out the other end, no bother Go on, try it this winter!!

ESCAPE GAME

An escape game will be turning up in some interesting places during the school holidays: mountain tops, ski runs, La Croisette...a chance for family and friends to put their heads together and pit their wits against some adventurous challenges.

Sign-up at the Tourist Office. Free.

HO36 – PARTY KIND OF PLACE

A new kind of mountain hut/hotel/quirky guest house, HO36 hosts regular party nights to spice up your winter evenings: concerts, DJ sets, karaoke nights, barber shop, tattoo shop, street art contest, all-you-can-eat BBQ nights, spritz dating night for Saint Valentine's...



NEW JUST FOR LAUGHS:
NUITS DES MENUIRES
FROM 11TH TO 14TH MARCH 2019

Laugh your head off, no – laugh your socks off or laugh til you cry – there'll be no mercy when the new-generation comic and mimic and TV and Arthur show regular Florent Peyr, hits Les Menuires. He'll be bringing a few friends along from the new French comedy scene.

A fun and friendly festival with concerts, events and shows for everyone – plus a bit of interactive fun with the audience. Time to let out the closet comedian in you – go on, make that face, scream your head off – permission granted!

Rate/show: from 18€ to 30€.
More info on lesmenuires.com



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SNAP HAPPY

THE DIGITAL REVOLUTION HITS THE SLOPES

TAKING A SELFIE

with stunning landscapes as your backdrop, without even getting your mobile phone out of your pocket is all the rage on the slopes of Les Menuires at the moment, with unique photo hot spots, video recordings of your achievements...it's all on hand for you to use and then share with your friends on social media, so you don't have to waste a single moment of your precious holiday time!



NEW PIXEL AREA VIDEO HOT SPOT which films your route, jump and landing in the new snowpark; a new snowsports zone that's been totally redesigned to make it more easily accessible, with moguls, rails and kicks, ensuring your feats are captured on camera forever. on the line-up you'll find a row of xs woops, three xs moguls one after the other, three s moguls one after the other, a row of 4 xs and s boxes, a row of 4 m and l boxes and rails. the video is sent to riders by sms straight away. The newly designed panoramic terrace with fun, brightly coloured modules means everyone gets to watch the riders do their show, or have a quick break between moves. you can get there via the sunny express or la becca ski lift.

Free.

NEW HAPPY SELFIE

It's not easy to take a selfie on a chairlift!

Problem solved thanks to Happy Selfie on the Saint Martin Express chairlift. Just sit back comfortably and show your best side when you see the countdown timer begin between the pylons. You can get your photo via the Les Menuires app, via the photo machine or simply by scanning your ski pass!

NEW SLALOM THROUGH THE GATES

There's nothing quite like a video recording of you whizzing down the slalom or giant slalom to keep for posterity, or use as a tool to progress and improve.

The ESF French Ski School has set up 10 cameras on the Olympic stadium so that every skier's route can be captured on film forever. You can then collect your flèche (giant slalom) or chamois (slalom) medal from the machine at the bottom of the slope. A first in Les 3 Vallées!

Not forgetting... the Speed Mountain photo hotspot, the XXL panoramic hotspots at La Pointe de la Masse (2,804m) and at the start of the Pixel Area (2,424m), for a selfie at the heart of the mountaintops with stunning landscapes as your backdrop. Then share with all your friends!



© David André | Sophie Molesti

ECOLO-FRIENDLY

MENUIRES

HOW DO YOU DEVELOP WINTER SPORTS TOURISM WHILST PRESERVING THE ENVIRONMENT?

Mindful of how fragile its ecosystem is and only too conscious of the climate issues it faces, the resort of Les Menuires has been looking into solutions on how to protect its beautiful, pure summits for several years now.

Let's take a look at some of the actions put in place to reduce its environmental imprint: it was the first resort to carry out a study of its carbon footprint in 2007, it uses biodegradable oil in its piste grooming machines and has taught its drivers eco-friendly driving techniques. It carries out manure spreading and grass re-seeding on the ski area, has reduced the number of pylons used in order to limit visual pollution, and the Sevabel (ski lift company) and Slope Service have been awarded the ISO 14001 certification.

NEW NEW RESERVOIR

Investments continue this winter with the creation of a new 78 000m³ high altitude reservoir in the La Masse sector, which will be used to make artificial snow.

Having taken 3 years to build, this reservoir will be able to store water when river levels are high, and limit water collection when levels are low. La Masse is a key sector for Les Menuires, and it will now enjoy guaranteed snow cover right from the start of the season!

NEW UPDATING OF SKI LIFTS:

ENVIRONMENTALLY FRIENDLY

An investment of 9.5 million euros will make the ski lifts more powerful and more comfortable, which will have an important impact both economically and environmentally, with skiers spending less time on the lifts, and also reducing energy consumption.

This winter, Les Bruyères and Roc 1 gondola lifts and Les Granges chairlift will reveal a new look! Les Menuires is a great fan of recycling, and will be conserving the arrival and departure station pylons and structures to use in renovation work on Les Bruyères gondola lift, which is used to access Les 3 Vallées.



JUST WATER AND COLD AIR WHAT AM I?

Artificial snow = the water is not wasted, it is simply taken out and then put back into the natural environment as melted snow.

ECOLO-FRIENDLY

MENUIRES

NEW BIOM: ONE LARGE STEP FOR THE ENVIRONMENT

The ISO certification was already a great achievement for the resort, but Les Menuires wanted to strengthen its environmentally-friendly commitment, which is how the BIOM indicator came about.

This Cop21-labelled indicator measures the commitment and actions put in place with regards the social, environmental and economic responsibility of winter sports.

The approach quantifies the positive contribution to the local area, **through analysis of 15 different Sustainable Development themes** and their associated expenses/consumption/outgoings, by a recognised independent agency - Biom Work. Used by more than 800 companies, this indicator lists more than 500 criteria in order to gauge the economic impact of a company in terms of employment, public services and conservation of biodiversity. The Biom indicator takes into consideration action taken to combat global warming, moves made to protect biodiversity, the ecological restoration of land in the mountains, as well as action taken to boost local employment. The Sevabel ski lift company gained an excellent Biom score of 66%, which is well above the average score of 41%.

NEW POW AND LES MENUIRES WORKING TOGETHER FOR THE FUTURE

After a year of working with the teams from the Protect Our Winters association, Les Menuires has become the first French resort to join the POW 'Resort Alliance', alongside the club of resort leaders for climate change, including the US resorts of Vail and Aspen. «We are very proud to see a French resort, with genuine ambitions as far as climate change is concerned, join this Alliance. Our teams are preparing to put the resort to good use, in conjunction with various scientists and athletes, to show that taking action and appealing for climate change can have a positive impact, and that it isn't too late to protect our mountain playgrounds!» emphasises Thibault Liebenguth, President of POW France.

Protect Our Winters is an international association comprised of passionate winter sports fans, influencers, professional athletes and industry brands who take advantage of their social influence to create change, mobilise the outdoor sports community, to inspire and lead the charge towards positive climate action. Launched in 2007 by American pro snowboarder, Jeremy Jones, the association is now developing in Europe, supported by a community of more than 160,000 people in more than 11 countries. The association has set up educational initiatives (conferences in school settings), a political appeal (Davos Economic Forum / UN / Montagne Agile et Durable) and community activism programmes (networks of local representatives, films, action on the ground...). Its ambitious environmental and social plan will be made official at the Rencontres Climat Météo climate change event in Les Menuires on the 14th and 15th December.

ECOLO-FRIENDLY

MENUIRES

NEW MOUNTAIN WEATHER
AND CLIMATE CHANGE FORUM:
14TH AND 15TH DECEMBER 2018



This unique and unusual mountain event is held in a different ski resort every year, gathering together the world of weather information and the mountains.

Created in 1998 at the suggestion of the Director of the Slope Service in Alpe d'Huez, this year it is being held in Les Menuires for the very first time. 'The gathering remains true to its beginnings, explains Christian Reverbel, organiser of the Rencontres Climat Météo Montagne event since the outset: with well-known scientists, emblematic guests, passionate and engaging speakers who discuss current subjects such as the impact weather and climate change has on managing ski areas and mountain safety, as well as communication and customer experience.'

The event will be based on a series of conferences and round table discussions, as well as workshops led by snow and ski area professionals. Every year, a prestigious patron and many VIPs are expected to attend: Michel Chevalet, Evelyne Dheliat, Nathalie Rihouet, Chloé Nabedian...and many others came to last year's event.

The debates will take place in the morning and are open to both professionals and the general public (registration required).

www.rencontres-meteo-montagne.com



© Kevin Guri

LES MENUIRES

GREAT DEALS AND PACKAGES

H036, THE ULTRA-MODERN GREAT DEAL

**Prices: from 25€ per bed in a shared room
and from 109€ per room.**
www.ho36hostels.com

A FAIRY TALE FAMILY CHRISTMAS FROM 22 TO 29/12/2018

Package includes:

- ▶ 7 nights in a 4-person apartment,
- ▶ 6-day 3 Vallées Family pass,
- ▶ and the 'must have' Christmas Box, including a Christmas tree and decorations delivered to your apartment.

Prices: from 1890€ for a family of 4.

FOR SKIERS WHO APPRECIATE THE FINER THINGS IN LIFE

Package includes:

- ▶ 7 nights in a 4-star hotel with Spa,
- ▶ 6-day 3 Vallées ski pass,
- ▶ and one 1/2 day snowshoe session.

Prices: from 905€ per person.

MÉGA DÉLIRES AUX MENUIRES

Package includes:

- ▶ 7 nights in a 4-person apartment,
- ▶ 6-day 3 Vallées Family pass,
- ▶ and 1 entry to the never-ending Roc n'bob toboggan run.

Prices: from 500€ per person.

AMAZING SKIING WITH YOUR MATES

Package includes:

- ▶ 7 nights in a 6-person apartment,
- ▶ six 6-day Les Menuires ski passes option les 3 Vallées.

Prices: from 252€ per person.

EASY WEEK

Package includes:

- ▶ 7 nights in an apartment,
- ▶ 6-day 3 Vallées ski pass,
- ▶ and equipment rental.

Prices: from 366€ per person.

SKI, RIDE & FUN FAMILY

Package includes:

- ▶ 7 nights in a 4-star tourism residence,
- ▶ 6-day 3 Vallées Family pass,
- ▶ equipment rental,
- ▶ Teen Box with access to the Roc'n'Bob (XXL toboggan run
- ▶ BK Park and Liberty Ride.

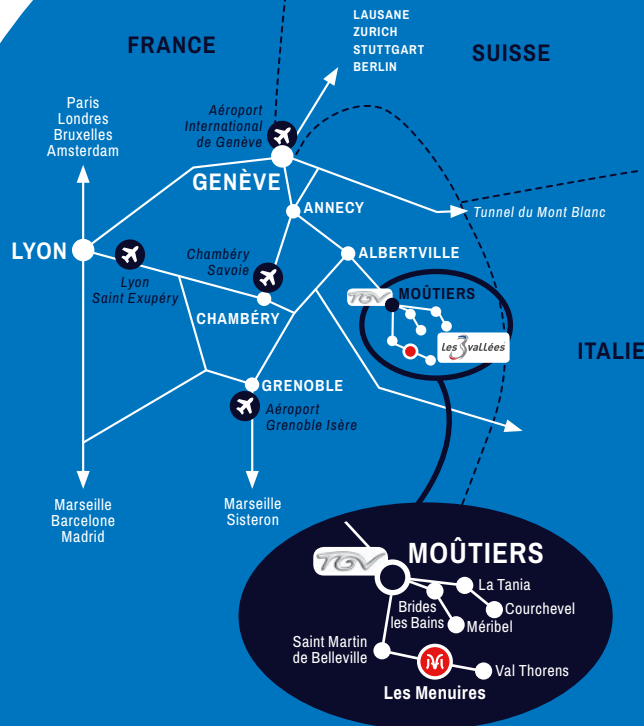
Prices: from 452^{,50}€ per person.

... and more packages!
Info and reservation:
reservation@lesmenuires.com
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ACCESS



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