

PRESS RELEASE



THE ALTERNATIVE HOTEL EXPERIENCE

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Hotel *** « La Ferme d' Augustin »
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A LITTLE HISTORY...

During the 1950s, Monsieur Augustin opened the ancient farm held by generations of his family to a few guests passing through the area. Drifters and celebrities alike, enchanted by the genuine nature of their host and his home, sometimes even decided to spend the night.

In 1978 Ninette, Augustin's only daughter, and her husband, Gilbert, took over this discrete part of the now legendary peninsula of Saint-Tropez, and enlarged and restored the original buildings of the *Ferme* of Monsieur Augustin while preserving its family spirit and charm.

A warm welcome, convivial atmosphere, sincerity and happiness, all values at the heart of the *Ferme*, contribute to make this hotel a genuine « home away from home. »

A UNIQUE AND IDEAL LOCATION...

The farm nestles in a still untouched part of the peninsula and benefits from a location that is at once far from the maddening crowds and yet only 100metres from Saint-Tropez's *Tahiti* beach along the famous *Pampelonne* bay. The village of Saint-Tropez itself is only 5 min. away along a road which, even during the summer, is hardly used as it is known only to locals.

ROOMS IN AN INDIVIDUAL AND AUTHENTIC « PROVENÇAL » STYLE...

46 traditional rooms of which 14 junior suites situated in a veritable hamlet of *Provence*, plus two suites and two private apartments, each with a personalised and refined decor, constitute this haven of serenity.

All rooms are equipped with air-conditioning, direct telephone line, television, hairdryer, mini-bar and room safe, with possibility of high-speed DSL Internet access. Certain rooms benefit from a whirlpool bath, « hammam » style shower, dressing room, private terrace with patio or a balcony with sea views.

From the standard rooms to the suites, the décor is inspired from its Mediterranean surroundings: fabrics from Provence, tiles from Salernes, period furniture and paintings, various unique objects scattered here and there by the hostess of the establishment. The curtains, discretely lace-bordered sheets, bedspreads and cushions, are all regularly updated in a *Provençal* spirit by the seamstress of the hotel. These constitute the delicate touches that give the *Ferme* its warm character which guests enjoy so much on each of their successive stays.

The simplicity and elegance of the decoration, colourful and unique, creates the exceptional quality this place exudes, just as the level of the service, all constitute for Ninette the keys to *l'art de vivre*, "the art of living."

GARDENS, DECOR, An elegant paradise of peace and relaxation...

The magnificent 13th century entrance gate, pine trees and provincial garden give harmony to the hotel driveway. Wisteria, geraniums, climbing roses and blackberry bushes pruned into umbrella shapes please and delight the senses.

Ninette loves flowers and having many bouquets around is an integral part of the decoration, often made with the beautiful roses from her own garden or others, according to her inspiration.

Upon entering the main structure you will find comfortable lounges furnished in an authentic rustic manner mixed with comfortable sofas the whole presenting itself as an invitation to serenity amongst the period pieces and paintings. During autumnal evenings a wood-burning fireplace serves to embellish the already cosy atmosphere.

SERVICES...

The warm welcome and service is tailored to guests' individual tastes so that one feels as if at home.

A discrete but beautifully located pool is equipped with the latest spa and massage devices (blower, power jets, jet stream, ...for massages from head to toe). Heated year-round to 28°C, the pool is at your disposal in order to achieve maximum relaxation and is reserved exclusively for guests of the hotel.

Towels for pool and beach are always available upon request.

Traditional massages performed by professionals outside the hotel are also available upon request.
High-speed Wi-Fi Internet access is available in the lounges and terraces.
Reception services, bar and room service is available 24hrs.
Private, lit, and locked car park with night watchman.

A PLACE OF EXCEPTION AND DISCRETION WITH ITS OWN PARTICULARITIES...

Having never done any advertising and deliberately limiting press articles, this corner of paradise has remained a fairly well kept secret, the majority of its clients are regulars and their friends, many of whom have made this place their second home.

Gifted with a sharp sense of the meaning of hospitality, Ninette and Gilbert welcome their guests in a unique manner embellishing their sojourn with the exceptional knowledge and passion for the authentic produce of the region they possess informing the level and quality of the cuisine and services on offer.

- From the wine produced at their property, Le « Clos Bellevue », made from grapes grown according to traditional methods, entirely natural and organic, and made in the ancient way with a first cut of the grapes while they are still slightly unripe in order to only allow the best bunches to mature and, at harvest time, selected entirely by hand in the freshness of the dawn followed by only a slight pressing of the grapes to render only the very best yield which is then bottled in the cellar underneath their home. A good wine can only be borne out of love...

- To the olive oil also produced at Le Clos Bellevue the olive trees specifically planted for this purpose and where the oil is bottled at the property after having been produced according to the ancient rules of the art: harvest of the olives before full maturity in order to obtain the best flavour, use of only the first cold pressing, non-filtered and allowed to settle naturally. By harvesting the olives before full ripeness quantity is lessened yet quality is greatly improved and, like the wine produced on the premises, priority is always given to quality in these matters.

- To their exceptional vegetable gardens from which the lettuce, tomatoes, courgettes, aubergines etc. are, of course, offered to the happy guests of the hotel at the restaurant, according to the season, just as are the fruits: figs, grapes, peaches, apples, quince, prunes, strawberries, blackberries, apricots, oranges, lemons, etc., from the small orchard of Le Clos.

No stuffy cooking here either, only a little « nook » by which one may discover the cuisine of the daily market, as authentic as it is simple, imbued with the smells and flavours of *Provence* and the Mediterranean, reserved exclusively for the guests of the hotel who are free to dine on the terrace or under a shady garden alcove.

Guests are well advised, here we only serve the freshest produce of the highest quality: traditional farm and home-cooking dishes, the catch of the local small fishermen of Saint-Tropez, meats selected from butchers who trade only with the best husbandrymen. Everything is homemade with simplicity and based, above all else, upon the quality and freshness of the ingredients. From the entrees – foie gras, peppers or fresh anchovies marinated in the house olive oil – to the « cuisine bourgeoise » which the French grow up eating at home – farm raised chicken of highest quality served with hand cut French fries, shoulder of milk-fed lamb served on a bed of oven-cooked potatoes - to the desserts – exceptional home-made fruit *sorbets*, various seasonal fruit tarts, as well as a warm chocolate cake and meringues with whipped cream. And, according to season, compotes made from fruits of the property. Every morning fruits and vegetables are picked from the garden for their ripeness and flavour for the enjoyment of the guests. At the Ferme everything sings sun and sea.

There is no set schedule for our guests as they are free to live *à la Carte*; « like at home » is the always the order of the day at the Ferme.

Breakfast is served until early afternoon and in addition to the freshly squeezed orange juice one may also savour our famous home-made watermelon jam from the garden.

A range of soaps and bath and shower gels inspired by the sights, sounds and senses of the Ferme, created by one of France's pre-eminent perfume designers following his numerous stays at the hotel, is available exclusively to guests.

Of course, to truly enjoy the Ferme d'Augustin one must live it.

SOME USEFUL INFORMATION...

La Ferme d'Augustin is located in the middle of the Riviera, a perfect spot from which to quietly visit , the entire region.

Not very far from the hotel (1h30 by car), you can visit San-Remo, Menton, Monaco, Nice, Cannes, Marseille, Cassis, Aix-en-Provence, les Gorges du Verdon. There are also beautiful spots around Saint-Tropez, like our 25 km foot path along the coast which begins at only 100 meters from La Ferme !!, Also, museums, local industry, our wonderful vineyards and the «Bravade» festivities in May.

Some directions for finding us : Follow Saint-Tropez « centre ville » signs and then « Route de Tahiti » (the hotel is 3 km from St-Tropez and 12 km from Ramatuelle village).

- ***Airports :*** - Hyères-Toulon 55 km - Nice 100 km
- ***Aérodrome de La Môle*** 25 km
- ***Train Stations :*** - St-Raphaël 40 km - Toulon 75 km
- ***Motorway A8, exit Le Muy*** direction of « Sainte-Maxime », then « Saint-Tropez centre ville »

La Ferme d'Augustin Hotel***

TERMS & CONDITIONS 2006 (Open from 07/04 to 15/10) NIGHTLY ROOM RATES (Prices in euros for 1 or 2 people, VAT and service included)	Season	High Season July - August
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ROOMS			
	BATH AND BALCONY	200 €	230 €
	BATH	170 €	195 €
		165 €	190 €
		135 €	155 €
	SHOWER	110 €	125 €
		150 €	170 €
APARTMENT (up to 4 people). 2 rooms (main one with air conditioning).	1 BATHROOM WITH BATH	260 €	300 €
JUNIOR SUITE	WHIRLPOOL BATH and SHOWER	250 €	285 €
JUNIOR SUITE with private terrace, some with direct pool access or with private "garrigue".	WHIRLPOOL BATH and SHOWER	285 €	325 €
JUNIOR SUITE with private terrace some with private "garrigue".	WHIRLPOOL BATH and SHOWER	315 €	360 €
SUITE Double aspect sea view, with private sundeck/balcony with shower, small living room/lounge.	WHIRLPOOL BATH	350 €	400 €
"LA TOUR" SUITE Double aspect sea view, private sundeck/balcony and small living room/lounge.	WHIRLPOOL BATH and WET ROOM STYLE SHOWER	490 €	560 €

CONTINENTAL BREAKFAST

12 € per person (from 6 a.m. to 3 p.m.).

PETS

15 € per pet, per night (well behaved

only please).

ADDITIONAL PERSON

50 € per night.

LOCAL TAX

1,10 € per person, per night (2004

rate).

Prices may be modified at any time without prior notice.

Accounts to be settled weekly.

