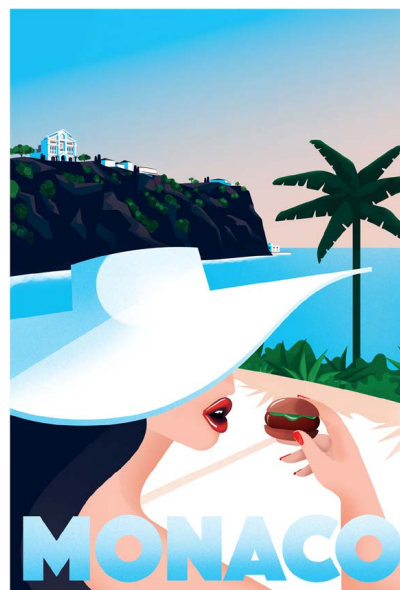




BEEFBAR OPENS IN COURCHEVEL

AN EXCLUSIVE OPENING
ON DECEMBER 12, 2025
AT L'APOGÉE COURCHEVEL

Beefbar, the iconic "Born in Monte Carlo" concept created by visionary restaurateur Riccardo Giraudi, celebrates its 20th anniversary this year with a new opening in Courchevel, in partnership with L'Apogée Courchevel (Oetker Hotels). On December 12, 2025, Beefbar will arrive in one of the world's most prestigious ski resorts, following successful Alpine openings in Megève, Méribel, and St. Moritz. This year, Beefbar was also named Best Steak Restaurant with Multiple Outlets, a recognition of its quality and international reach.



A CONCEPT ABOVE THE PEAKS

Founded in Monte Carlo, Beefbar reinvents the steakhouse with a relaxed, contemporary, and cosmopolitan approach to fine dining. Combining exceptional ingredients with creative flair, the brand now brings its signature experience to the French Alps. At Courchevel 1850, guests will enjoy this new destination within the refined and welcoming setting of L'Apogée Courchevel, perfectly designed as a place to unwind and indulge after a day on the slopes.

A MENU BUILT AROUND EXCELLENCE AND SHARING

The Courchevel menu will showcase Beefbar's international signatures while adding exclusive creations inspired by the mountains. Guests can expect a rare selection of the world's best cuts: Black Angus and Wagyu from the U.S. and Australia, carefully sourced French beef, and the legendary Kobe Beef, imported exclusively into Europe by Riccardo Giraudi. The meats are cooked with precision and served with Beefbar's signature sauce and the restaurant's much-loved mashed potatoes in different flavors, including the truffle cream favorite.



Beefbar's signature comfort dishes will also be featured: the crispy Croque Sando with dry-aged beef prosciutto, Wagyu quesadillas with melting oaxaca cheese, the indulgent Beefy Cordon Bleu with veal and Wagyu beef ham, and homemade pappardelle with Wagyu bolognese. In true cosmopolitan spirit, the menu also offers reimagined street food: Mini Smashed Burgers, Bao Buns, Crispy Crab Tacos, Hamachi Crudo with truffle, and the now-iconic Rock Corn. A selection from the Robata grill completes the offering, designed for sharing and conviviality.



ABOUT RICCARDO GIRAUDI AND BEEFBAR

Monaco-born entrepreneur and food & lifestyle curator Riccardo Giraudi transformed the dining world when he created Beefbar in Monte Carlo in 2005. Since then, the concept has expanded worldwide with locations in Paris, London, New York, Dubai, Mykonos, and beyond. Staying true to its DNA, Beefbar blends exceptional products, culinary creativity, and a refined lifestyle experience. The Courchevel opening continues this journey, offering a new must-visit destination for lovers of fine living.

INFORMATION

Beefbar Courchevel – L'Apogée Courchevel

OPENING DECEMBER 12, 2025

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