



ROYAL MANSOUR  
MARRAKECH

## SESAMO

### A NEW ITALIAN RESTAURANT AT THE ROYAL MANSOUR MARRAKECH



At the end of 2019, the Royal Mansour Marrakech will add to their restaurant options with the inauguration of **SESAMO**, a new Italian dining concept set up by Massimiliano **ALAJMO**, who can be found at Caffè Stern in Paris but more importantly in Italy where Massimiliano, the head of the self-titled group, has three restaurants in Venice and four in his hometown of Padua, Italy. “Le Calandre” the flagship restaurant of the group was selected as one of the 50 best restaurants in the world according to the “World’s 50 Best Restaurants” for ten consecutive years and received three Michelin stars in 2002, making Massimiliano the youngest chef in the world to have received this distinction.



Today, the **ALAJMO** group has a total of five Michelin stars, with one star for the “La Montecchia” restaurant in Padua and another one for the “Quadri” restaurant in Venice.

This is the first time the **ALAJMO** group has partnered up with a hotel. The founding brothers fell in love with the charming Royal Mansour Marrakech and its “luxurious elegance and simplicity” as Raffaele Alajmo called it, the older of the two brothers of Massimiliano and the CEO of the **ALAJMO** group.



“What we loved about Morocco, and more particularly about the Royal Mansour, is the handmade, artisan feel and its beautiful imperfections, the true, rugged beauty of the place” gushed Raffaele, who found the Royal Mansour Marrakech to uphold the same true, simple and innovative values and the same attention to detail that he boasts in all the **ALAJMO** restaurants.

Respecting and spicing up local products without straying too far from traditional Italian cuisine and offering a gourmet, hearty and familiar cuisine, as Chef Massimiliano is renowned for, to create the **SESAMO** menu.

To do this, fieldwork will be carried out with Domaines Agricoles to make an olive oil with fruity notes which is key to Italian cuisine. Italian varieties of tomatoes and other vegetables that are essential to the Mediterranean cuisine are also grown locally with the help from an Italian agronomist who works for the group specifically.



ROYAL MANSOUR  
MARRAKECH



The groundwork has also been laid to make locally produced mozzarella.

SESAMO offers Massimiliano's classic dishes, such as fried langoustine *involtini* in a lettuce sauce, hand-chopped *Piemontese* beef "Battua" (tartar) with white truffle and his crispy risotto with saffron, eel "Gremolata" (Italian parsley) and a beetroot "Ghiacciolo" (sorbet). Dishes that have been designed especially for the **SESAMO** make up the rest of the menu, like garlic, oil and red pepper spaghetti with vegetables from the Royal Mansour gardens or even a signature dessert "Open Sesame, *Apriti Sesamo*", a sesame and almond nougat sphere filled with saffron, neroli and almond foam and a passion fruit and citrus sauce.

For decoration, the Royal Mansour Marrakech naturally turned to the architecture and decoration professionals, 3BIS, who have been decorating and providing their services to the Palace since it opened in 2010.

Fabrice Bourg and Nicolas Papamiltiadès, the founders of the 3BIS agency, have created a restaurant with Venetian influences, aiming to recreate the feel of the place and its history, by keeping in with the large, spacious rooms, as well as the marble and onyx marquetry on the ceilings and floors. Venice's heart and soul comes to life in the "Sesamo" restaurant by beautifully blending the old and the new, really showcasing the local craftsmen's talent.

By playing with colour and light, vintage and contemporary pieces and by bringing together the best experts in the field, 3BIS agency offers a charming setting, incorporating Venice at its heart, and all of Italy's elegance, for a timeless experience.



ROYAL MANSOUR  
MARRAKECH

Since its opening, the Royal Mansour Marrakech has been a window to the rest of the Kingdom, constantly striving for excellence. Over the last five years, under Jean-Claude Messant's direction, the Palace has opened its doors to the world and the developments of the world of international luxury hotels.

It is in striving for this renovation that in 2016 the Royal Mansour Marrakech inaugurated its hectare and a half Garden "Le Jardin" with its outdoor restaurant, offering an Asian-influenced cuisine, inspired by stories from the great traveller Ibn Battuta.

At the end of 2019, Italian cuisine took centre stage, with **SESAMO**, a strong and symbolic name for the **ALAJMO** group because it refers to the family of restaurant owners where the businesses are passed down from father to son, with **AMO** being the name of one of their restaurants in Venice, three letters that are often found in their Italian surnames.

#### Contact Presse :

##### Morocco

Kenza Zizi [kzizi@royalmansour.ma](mailto:kzizi@royalmansour.ma) Tel: +212 (0) 646 11 95 20

Ghita El Fouri [gelfouri@royalmansour.ma](mailto:gelfouri@royalmansour.ma) Tel: + 212 (0) 600 02 01 49

##### Italie

Marisa Huff [marisa.huff@alajmo.it](mailto:marisa.huff@alajmo.it) Tel: +39 33 39 16 66 63



## ABOUT ALAJMO

ALAJMO is all about family. For three generations, the ALAJMOs have been upholding the family tradition.

Massimiliano (Max) Alajmo, who was born in 1974, made history by becoming the youngest chef in the world to receive his third Michelin star, receiving this accolade when he was only 28.

Raffaele (Raf) Alajmo, who was born in 1968, studied business and has been running the family business since his father, Erminio, and his mother, Rita, let him take the reins in 1989.

In 2006 he received the Luigi Veronelli prize for “Upcoming restaurant owner” to recognise how quickly he established the renowned family restaurant “Le Calandre”, with him giving significant recognition to Massimiliano’s creative genius in the kitchen.

In 2007, Raffaele was awarded the title of “Grand Officer of the Order of the Coteaux de Champagne”, for his commitment to defend and promote the diversity of Champagne.

In January 2008, the President of the Republic gave him the title “Knight of the Italian Republic”. Raffaele is the designated administrator for the Alajmo group.

Max and Raf Alajmo have written two books, *Ingredienti* (2006), which was selected as the best cookbook in the world at the World Cookbook Awards 2017, and *Fluidità* (2013). Much more than just recipe books, they reflect on the philosophy of the Alajmo group that Max practises to make him the “Master of Italian Cuisine”.

Now, the Alajmo brothers manage three family restaurants: Le Calandre (Padua), La Montecchia (Padua) and Quadri (Venice) as well as four bistros: Il Calandrino, abcMontecchia, Quadrino and AMO. Since 2017 they have also been working with Caffè Stern (Paris) and of course the Royal Mansour Marrakech.

For more information on the Alajmo group, go to [www.alajmo.it](http://www.alajmo.it)

Instagram: [@alajmo](https://www.instagram.com/alajmo)

Facebook: [alajmogroup](https://www.facebook.com/alajmogroup)



## ABOUT ROYAL MANSOUR

Inaugurated in June 2010 in the heart of Marrakech's old city, the Royal Mansour is made up of 53 individual riads over three floors, with each one fostering the Kingdom's creativity and ingenuity. They have an open-top courtyard, a roof terrace and a private pool.

Since 2016, after a big extension project that opened the hotel up to a large landscaped area, the Royal Mansour now offers a hectare and a half of gardens with a 30 x 20 metre pool surrounded by seven private pavilions and an outdoor restaurant offering Asian and Mediterranean inspired cuisine.

The Spa Royal Mansour, spanning over 2500m<sup>2</sup> and three floors, is centred around a huge atrium that is a soothing white colour and bathed in natural light.

The Royal Mansour's kitchen, which is run by the three starred Michelin chef, Yannick Alléno, offers creative cuisine showcased at its three restaurants at the Royal Mansour Marrakech, beautifully combining tradition with a modern touch.

In December 2019, SESAMO, a new Italian restaurant established by the Alajmo group, will give the finishing touch to the Palace's cuisine, providing a culinary experience that has no fewer than two three star chefs. A first for Morocco and a special case worldwide!

For more information on the Royal Mansour Marrakech, go to [www.royalmansour.com](http://www.royalmansour.com)

Instagram : [@royalmansour](https://www.instagram.com/royalmansour)

Facebook : [RoyalMansour](https://www.facebook.com/RoyalMansour)



## ABOUT THE DECORATION BY 3BIS

Fabrice Bourg and Nicolas Papamiltiadès, the founders of the 3BIS agency, have created a restaurant with Venetian influences, aiming to recreate the feel of the place and its history, by keeping in with the large, spacious rooms, as well as the marble and onyx marquetry on the ceilings and floors. Venice's heart and soul comes to life in the "SESAMO" restaurant by beautifully blending the old and the new, really showcasing the local craftsmen's talent.

From the entrance, the bar sets the tone with its cherry wood finish, emphasising the branched grooves in the wood and warm colour, while the polished bar top in a fine satin brass adds a more modern touch. The vast displays of drinks on either side will also draw you in and entice you to sit and watch the bartenders work their magic.

On the walls, the blue tones are similar to those of Turner's painting of Venice in the early morning, and are mixed with celadon green. An old, large mirror also hangs on the wall, which is framed by Murano glass. In the centre of this beautiful frame hangs a period, antique Venetian mirror. The Grand Canal seems to be reflected in the wall hangings, with various shades of blue, sea green and grey. The deep blue, amber and gold lamps and a Murano chandelier in blown glass, which add a beautiful decorative touch to the bar.

Providing more than just decoration, 3BIS agency has strived to restore the quaint and traditional atmosphere and spark behind the charming city of canals. The two dining rooms are therefore marked by a curtain that separates them in an almost theatrical way, a dividing section with a fastener at the side, in a "Granata" (maroon) and gold ciselé velvet fabric.

The bar tables in oiled cherry wood add a modern touch and relaxed feel to the place and reflect the desks that are also designed by the Agency, in an untreated olive wood. The simple and elegant form of the chairs is highlighted by bronze detailing on the base, inviting you to sit back and relax and let time just melt away.

By playing with colour and light, vintage and contemporary pieces and by bringing together the best experts in the field, 3BIS agency offers a charming setting, incorporating Venice at its heart, and all of Italy's elegance, for a timeless experience.

For more information on 3BIS, go to <http://www.3bis-architecture.com/>