

PRESS RELEASE

Boulogne-Billancourt, 7 November 2016

GAON AND LA YEON OBTAIN THREE STARS IN THE VERY FIRST MICHELIN GUIDE SEOUL SELECTION!

The MICHELIN Guide Seoul 2017 selection reflects the eclecticism and the potential of the gastronomic scene in the city



Michelin today unveiled the very first selection for the MICHELIN Guide Seoul 2017, reflecting both the diversity of the culinary offerings in the city and its gastronomic dynamism.

"The richness of this first selection is the sign that today Seoul has emerged as a mecca of world gastronomy" enthuses Michael Ellis, International Director of MICHELIN Guides. "The quality, the potential of the culinary offerings as well as the eclectic cuisine that can be found there delighted our inspectors, who discovered some exceptional restaurants in Seoul."

Two restaurants have been awarded three stars in this first selection: **Gaon**, a traditional restaurant serving Korean cuisine. *"The elegance and finesse of the dishes served in the Gaon really won over our inspectors,"* says Michael Ellis. *"Served in a refined setting anchored in pure Korean tradition, the meticulously prepared dishes using seasonal ingredients are a beautiful incarnation of the best of classic Korean cuisine."*

Another restaurant to get three stars, **La Yeon**, situated on the 23rd floor of the Hotel Shilla, offers a superb view of Namsan Park. *"The cuisine at La Yeon led by chef Kim Sung Il immerses diners in a true gastronomic experience. The sophistication of the dishes combined with the contemporary approach the chef gives to Korean tradition lifts this restaurant to the level of experiences that are worth the trip,"* explains Michael Ellis.

Three restaurants obtained two stars in this first selection in Seoul: **Gotgan**, an establishment that impresses both with the panoramic view it offers of the city and the sophistication of the Korean cuisine offered by chef LEE - cuisine in which 30 year old soy sauce or soybean paste replaces traditional seasonings. **Kwon Sook Soo**, whose name was inspired by "sooksoo" an ancient Korean word meaning "professional chef", also received two stars. Chef Kwon WOO JOONG infuses modern touches into traditional Korean food by in particular associating unusual seasonal products with the most common ingredients to create original and unconventional flavours.

Finally, the restaurant **Pierre Gagnaire** was awarded two stars. The eponymous restaurant of the famous French chef Pierre GAGNAIRE, who thereby totals 16 stars worldwide, offers French cuisine reflecting the creative style of the Parisian chef while being based on local ingredients.

The MICHELIN Guide Seoul 2017 also gave nineteen restaurants one star: establishments that reflect the great diversity and richness of the gastronomy available in Seoul, be it traditional Korean food as offered by **Poom** or **Hamo** or more contemporary as in **Twenty Four Seasons** or **Jungsik**; Italian as in **Ristorante Eo**, French as in **L'Amitié** and **Votre Maison**, or sushi specialties in **Kojima**.

The full selection in the MICHELIN Guide Seoul 2017 is available on the website www.guide.michelin.co.kr. This selection includes:

- ✓ 2 restaurants with three stars
- ✓ 3 restaurants with two stars
- ✓ 19 restaurants with one star



About the MICHELIN Guide

The MICHELIN guide selects the best restaurants and hotels in the 28 countries it covers. Providing a showcase of gourmet dining around the world, it highlights the culinary dynamism of a country, as well as new trends and emerging young chefs. Creating value for restaurants through the distinctions that it attributes each year, the MICHELIN guide contributes to the prestige of the local gastronomy, thereby making cities and countries more attractive to tourists. Backed by its rigorous selection method and longstanding knowledge of the hospitality industry, the MICHELIN guide provides customers with unique expertise that enables it to offer them a true quality service.

The different selections are available in both print and digital versions. They are accessible via the Web and on a full range of mobile media that offer navigation capabilities adapted to individual usage as well as an on-line booking service.

With the MICHELIN guide, the Group continues to support million of travelers, allowing them to live a unique mobility experience.

Media Contact:

Samuelle DOROL

Tel: +33 (0)1 45 66 22 22

Email: samuelle.dorol@michelin.com

