

PRESS INFORMATION

Seoul, 10 March 2016

THE MICHELIN GUIDE ARRIVES IN SEOUL IN 2016!

In 2016, Michelin is continuing the development of its international collection of MICHELIN guides with a new guide for Seoul



In a few weeks' time, the famous MICHELIN guide inspectors will descend on Seoul to check out the city's dining scene in preparation for a guide to Seoul's first-ever list of Michelin hotels and restaurants.

Available in the second half of 2016, the 27th edition of the international MICHELIN guides collection will enable locals, leisure visitors and business travellers to discover the MICHELIN guide recommendations that best fit their budget and taste.

"We are very excited to develop a new guide in Asia in 2016 with the launch of the MICHELIN guide for Seoul" comments Michael ELLIS, International Director of the MICHELIN guides. "The city is well-known for a wonderfully eclectic dining scene that range from popular Seoul traditional fare to gourmet restaurants. Seoul's dining scene has evolved into a world-class culinary destination, and our inspectors are impatient to start wandering the streets of the city and discovering the high quality of its culinary scene".

The MICHELIN guide will be available in a bilingual version, English and Korean, in its print and digital version.

About the MICHELIN guide

Thanks to the rigorous MICHELIN guide selection process that is applied independently and consistently around 26 countries, the MICHELIN guide has become an international benchmark in fine dining. The selections of all restaurants in the guide are made by Michelin's famously anonymous inspectors, who are trained to scrupulously apply the same time-tested methods used by Michelin inspectors for many decades throughout the world. This ensures a uniform, international standard of excellence. As a further guarantee of complete objectivity, Michelin inspectors pay all their bills in full, and only the quality of the cuisine is evaluated. To fully assess the quality of a restaurant, the inspectors apply five criteria defined by Michelin: product quality, preparation and flavors, the chef's personality as revealed through his or her cuisine, value for money, and consistency over time and across the entire menu. These objective criteria are respected by all MICHELIN guide inspectors, whether in Japan, the United States, China or Europe. They guarantee a consistent selection so that a star restaurant as the same value regardless of whether it is located in Paris, New York or Tokyo.

Michelin has been a pioneering force in advancing mobility through innovation and excellence in manufacturing quality. The company patented the pneumatic, or air-filled, tire in the late 1800s. This was a milestone moment in mobility, permitting automobile owners to travel at great length in a single journey. Then, in an effort to prompt travelers to enjoy their newfound mobility, the company created guides and detailed maps to steer travelers on their way. The most famous publication that developed from this is the internationally recognized MICHELIN guide.

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