

PRESS RELEASE

Kobe, 20th October, 2015

Michelin announces the new selections of the MICHELIN Guide Kyoto Osaka 2016 and the MICHELIN Guide Nara 2016

Michelin today unveiled the selection of the MICHELIN guide Kyoto Osaka 2016 and the MICHELIN guide Nara 2016 which recommend the best restaurants and accommodation in Kyoto, Osaka and Nara (Previously these three cities were gathered in on single guide book: the MICHELIN guide Kansai). MICHELIN Guide Kyoto Osaka 2016 will only go on sale in Japan, in Japanese version.

About the MICHELIN guide Kyoto Osaka 2016

The 11 Three Star restaurants have all maintained their high standards to retain the distinction in the 2016 edition. There are 8 new Two Star restaurants: 1 newly joined Japanese restaurant – Matayoshi (Kyoto) – and 7 restaurants promoted from One Star: 4 in Kyoto (Hamasaku, Maeda, Mita, Owtari, all Japanese restaurants) and 3 in Osaka (Hoba-Korean, La Cime-French, Sushiyoshi-Sushi). 11 restaurants are also newly awarded One Star, of which 4 are in Kyoto and 7 in Osaka.

For readers who want to eat well at a reasonable price, the MICHELIN Guide Kyoto Osaka also includes a Bib Gourmand selection: restaurants which represents excellent value for money and for this edition the limit is 5,000 JPY or less. The Bib Gourmand award reflects the continuing trend for competitively priced, less structured and more flexible dining. This year 'Washoku' - traditional Japanese cuisine - is represented on the list of Bib Gourmands in Kyoto Osaka. The following 19 cuisine categories of 'Washoku' feature in this edition: Beef specialities, Izakaya, Japanese, Kushiage, Obanzai, Oden, Okonomiyaki, Ramen, Shojinryori, Soba, Sushi, Takoyaki, Tempura, Teppanyaki, Tonkatsu, Udon, Unagi, Yakitori, Yoshoku. Takoyaki joins the list too, under the category of 'Street food' which includes typical local foods, with 'take-out' appearing for the first time in a MICHELIN guide. This edition also features many local specialties such as Udon and Okonomiyaki. Year on year the Bib Gourmand selection has proved increasingly popular with our readers and this edition is even more attractive and useful for our readers.

The MICHELIN Guide Kyoto Osaka 2016 features 469 establishments, with 50 hotels, 25 ryokans and 394 restaurants. The selection includes:

- ✓ 11 **o** restaurants (7 in Kyoto, 4 in Osaka)
- ✓ 45 **n** restaurants (25 in Kyoto, 20 in Osaka)
- ✓ 133 **m** restaurants (68 in Kyoto, 65 in Osaka)
- ✓ 205 **=** restaurants (82 in Kyoto, 123 in Osaka))

About the MICHELIN guide Nara 2016

The MICHELIN Guide Nara 2016 features 44 establishments, with 5 hotels, 8 ryokans and 31 restaurants. The selection includes:

- ✓ 1 **o** restaurants
- ✓ 3 **n** restaurants
- ✓ 12 **m** restaurants
- ✓ 15 **=** restaurants



In Nara, the 1 **Three Star** restaurant - **Wa Yamamura**, Japanese; the 2 **Two Star** restaurants and 12 **One Star** restaurants all retained their awards in this 2016 edition, A further 15 restaurants were awarded a Bib Gourmand – **this is the first time this award has appeared in the selection of Nara**. The limit is JPY 3,500 or less and all types of cuisine were considered. 7 cuisine categories of 'Washoku' are included, along with French, Italian and Spanish.

Bernard DELMAS, the president of Nihon Michelin Tire, announced: "We are very pleased to present the new edition of the MICHELIN Guide to the Kansai region. Even though we have published MICHELIN Guides covering four areas, Kyoto, Osaka, Kobe and Nara, in previous editions, this time we have separated the area to publish 3 new guide books. Last year the selection of Bib Gourmands targeted just French and Italian cuisine but this year 'Washoku' – traditional Japanese cuisine – has been included and this has made the selection richer and more interesting. The Kyoto Osaka guide also sees many local specialities such as Okonomiyaki, Udon and Takoyaki. We therefore hope that this guide book will enjoy even greater popularity with our readers."

Michael ELLIS, International Director of the MICHELIN Guides commented "I am really glad that 'Washoku' features in the list of Bib Gourmands. 'Washoku' has been added to UNESCO's Intangible Cultural Heritage list and it is getting more and more international attention. MICHELIN Guide Kyoto Osaka 2016 and MICHELIN Guide Nara 2016 see 22 cuisine categories awarded Stars or Bib Gourmands classified as 'Washoku' and it represents more than 80% of the restaurants in these guides. Other cuisine categories belonging to 'Washoku' such as Okonomiyaki, Takoyaki or Udon will hopefully prove as popular in other countries as Sushi or Tempura is now. We are keen to continue to highlight the advancement of the food of Kyoto Osaka ".

About the MICHELIN guide

Thanks to a uniform, rigorous selection process applied in all the 24 countries covered, the MICHELIN Guide is an international benchmark for gourmet dining. All of the restaurants featured in the guide were selected by the MICHELIN Guide's famous inspectors, who work anonymously in Kyoto, Osaka and Nara looking for the best establishments. Hired locally, the inspectors undergo rigorous training and apply the same methods used for decades by MICHELIN guide inspectors all over the world to ensure a uniform, international standard of excellence. To ensure their objectivity, the Michelin inspectors pay all their bills in full and only the quality of the food served is evaluated. To fully appreciate the standard of the cooking, the inspectors rely on five criteria defined by Michelin: product quality; preparation and flavour; 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 they are in Japan, the USA or Europe. For example, a star awarded to a restaurant in Kyoto, Osaka or Nara has the same value as one awarded in Paris, New York or Stockholm etc.

Thanks to its excellent products and capacity for innovation, Michelin has played a pioneering role in the growth of mobility. Michelin patented the first automobile tyre in the late 19th century. This invention, which helped to shape the history of mobility, enabled motorists to travel long distances in a single trip. Then, in line with its commitment to further facilitating travel, the Group launched a collection of guides and detailed maps, of which the most well-known worldwide is the prestigious MICHELIN guide.

Media Contact: + 33 1 45 66 22 22

