

PRESS RELEASE

Tokyo, 2nd December 2014

The MICHELIN guide Tokyo 2015

A New three star restaurant confirms Tokyo's position as a world class dining destination. 200 new Bib Gourmand "Washoku" restaurants highlight Tokyo's leadership in traditional Japanese cuisine at affordable prices.

Michelin today unveiled the MICHELIN guide Tokyo 2015, which recommends the best restaurants and hotels in Tokyo. The guide book, which is in Japanese, will go on sale in bookshops in Japan on Friday, 5th Dec. The selection is also available in digital format both in Japanese and English. The update of the digital data will be done at 15:30 today, prior to the launch of the book.

This year our selection features one new Three Star restaurant – **Makimura** – a Japanese restaurant, promoted from Two Stars. It also includes 5 **new Two Star** restaurants and **19 new One Star** restaurants, two of which were promoted from a Bib Gourmand.

The other remarkable feature of this guide is that washoku – traditional Japanese cuisine – joins the list of **Bib Gourmands** with a remarkable 20 new restaurants selected. A Bib Gourmand recognizes those establishments offering quality food at affordable price and for this edition the limit is 5,000 JPY or less. The Bib Gourmand awards also reflect the continuing trend for competitively priced, less structured and more flexible dining.

The following 22 categories of washoku feature in our Bib Gourmand awards in this edition: anago, chankonabe, chicken specialties, dojo, izakaya, Japanese, kushiage, meat specialities, obanzai, oden, okonomiyaki, ramen, soba, sukiyaki, sushi, tempura, teppanyaki, tonkatsu, udon, unagi, yakitori and yoshoku (Chankonabe and dojo feature in the MICHELIN Guide for the first time).

Bernard DELMAS, the president of Nihon Michelin Tire, announced: "We are very pleased to present the new edition of the MICHELIN guide Tokyo. Even though we have published MICHELIN guides covering three areas, Tokyo, Yokohama and Shonan, in previous editions, this time we focus exclusively on the Tokyo area. Bib Gourmands first appeared in our Tokyo guide last year and targeted just French and Italian cuisine. This time washoku – traditional Japanese cuisine – has been included and this has made the selection much richer and more interesting. We therefore hope that this guide book will enjoy even greater popularity with our readers. MICHELIN guide digital will also be re-launched as 'Club MICHELIN' next spring as we constantly strive to provide better services. Everyone involved in our guides, including the inspectors, continue to channel all their energies into providing the most useful and up-to-date information for our readers."

Michael ELLIS, International Director of the MICHELIN guides commented "with wide varieties of "washoku", traditional Japanese cuisine of Bib Gourmand award, this 2015 edition reflects "washoku"'s tremendous gastronomic energy. "Washoku" has been added to UNESCO's Intangible Cultural Heritage list and it is getting more attention lately in the world. In this edition, 24 cuisine categories awarded as both stars and Bib Gourmand belonging to "washoku" are listed. It represents more than 60% of the restaurants' addresses in this guide. 31 cuisine categories join in this guide in total.



Overall, wide array of cooking styles are listed. We can say that Tokyo is one of most attractive city for gastronomy”.

The 8th edition of MICHELIN guide Tokyo features 596 establishments, including 45 hotels and 551 restaurants. The selection comprises:

- ✓ 12 🌟🌟🌟 restaurants (of which 1 has been promoted)
- ✓ 53 🌟🌟 restaurants (of which 2 are new, 3 promoted)
- ✓ 161 🌟 restaurants (of which 17 are new, 2 promoted)
- ✓ 325 🍴 restaurants (of which 213 are new)

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 Tokyo 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 flavor; 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 Tokyo 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 tire 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.

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