

MICHELIN AWARDS THREE NEW RESTAURANTS IN HONG KONG AND MACAU HIGHEST HONOURS

Michelin today announced its highly regarded selection for the sixth edition of the MICHELIN guide Hong Kong and Macau.

As a proof of the remarkably high level of the culinary scene in Hong Kong and Macau, **three new restaurants are awarded three stars: Bo Innovation**, where the chef serves an innovative cuisine based on local ingredients; **Sushi Shikon**, a traditional sushi restaurant and **The Eight**, situated in Macau, which offers a Chinese cuisine cooked at a remarkably high level of quality. There are now 7 three-star restaurants, as all the restaurants awarded three stars last year maintain their standards in the new edition. A Michelin three star rating is considered the ultimate international recognition in the culinary world, with just over one hundred restaurants currently holding this prized distinction.

The latest Hong Kong Macau MICHELIN guide also includes **15 two stars restaurants** (13 in Hong Kong and 2 in Macau) and **51 one star establishments** (44 in Hong Kong and 7 in Macau). The stars show that the best restaurants are maintaining their standards and that some newcomers are already excelling.

The guide also features **78 Bib Gourmand** restaurants (69 in Hong Kong and 9 in Macau), chosen by the inspectors for their good value. **14 Bib Gourmand** restaurants are new entries or promoted restaurants already in the guide, indicating that there are a lot of affordable restaurants offering top-quality cuisine. These restaurants are particularly popular with our readers, when gourmets are looking for great food at an affordable price. The price limit for a full three-course meal (excluding drinks) is HKD/ MOP 300 or less and this award is a very valuable part of our guide.

About the selection, Michael ELLIS, International Director of the MICHELIN guides, commented: "Our inspectors were thrilled to find ever increasing quality of the cuisine in Hong Kong and Macau. Proof of this amazing achievement is the new record of 72 starred establishments. We are also amazed at the number of international restaurants being drawn in Hong Kong, a destination which is being a magnet for fine cooking from around the world".

The MICHELIN Guide Hong Kong Macau 2014 is the perfect guide to finding the best restaurants offering excellent value for money. It includes **60 simple shop** restaurants (50 in Hong Kong and 10 in Macau); these basic, local food stalls make up around 20% of the guide and include Cantonese, Chiu Chow, Dumplings, Dim Sum, Indonesian, Japanese, Noodle shops, Noodle and Congee eateries, Ramen, Roast Meats, Spanish, Shanghainese, Thai, and Vietnamese food stalls. Some of them have even been awarded stars, making them the most affordable starred restaurants in the world.

The mere inclusion in the MICHELIN guide Hong Kong Macau 2014 is an acknowledgment of culinary quality. A total of **284 establishments in Hong Kong** (242 restaurants and 42 hotels) and **74 establishments in Macau** (56 restaurants and 18 hotels) are included in the guide. It includes **52 new restaurants** (42 in Hong Kong and 10 in Macau) and **5 new hotels** (3 in Hong Kong and 2 in Macau). These figures represent a 30% change in content from 2013.

The MICHELIN Guide Hong Kong Macau 2014 will be available on 6th December 2013 in Hong Kong (HK\$ 198); on 6th December in Macau and mid-December in Southeast Asia.



About the MICHELIN Guide

Thanks to the rigorous MICHELIN guide selection process that is applied independently and consistently around 23 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 dine in Hong Kong and Macau regularly. These local inspectors 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 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 is the same value regardless of whether it is located in Paris, Hong Kong, 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.

Media contact: + 33 1 45 66 22 22