

The first MICHELIN Guide Beijing to be launched on 28 November

Michelin is pleased to announce that the first edition of the MICHELIN Guide Beijing will be launched in the city on 28 November 2019.

Gwendal Poullennec, International Director of the Michelin Guides, said: "Beijing's cuisine, with its well-chosen ingredients and rich seasonings, is a jewel in the crown of Chinese and global cuisine. We hope that with this new MICHELIN Guide, more food lovers will come to appreciate Beijing's abundant food culture and experience the wonderful flavours it has to offer."

With more than 3,000 years of history as an urban center and more than 800 years as a capital city, Beijing not only integrates the culinary cultures of all ethnic groups in China, but also offers a selection of cuisines from all over the world. In addition to the numerous well-known restaurants catering to local tastes, there are also many fine dining eateries offering dishes from the eight major regional Chinese cuisines, as well as foreign cuisine.

The MICHELIN Guide was first published in 1900 and was intended to provide the first car owners with information on places to stay and eat. It has now grown into a world-renowned guide, with the release of a MICHELIN Guide having a positive impact on the local culinary and tourism industries in the countries and regions they cover. According to the latest study released by Ernst & Young, 57% of frequent travellers said that they would extend their stay in a city if it offered a selection of Michelin-starred restaurants. And in addition, the existence of Michelin-starred restaurants encourages 71% of frequent travellers to increase their spending.

In 1926, the MICHELIN Guide incorporated the star rating system, which is updated and published annually. It is based on anonymous evaluations by Michelin's team of independent inspectors, and uses five global criteria applied in all restaurants across all countries and regions: the quality of the produce; the cooking skills; the harmony of the flavours; the personality of the chef expressed in the cuisine; and consistency both over time and across the entire menu.

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About Michelin

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 125,000 employees and operates 67 tire production facilities which together produced around 190 million tires in 2018. (www.michelin.com)