

## **The MICHELIN Guide drops its luggage in Moscow**

The MICHELIN Guide has announced its arrival in Moscow and will unveil its first selection in 2021. The Guide's inspectors have been impressed by the variety of Russia's culinary heritage and the commitment of its chefs to offering authentic cuisine built around exceptional local products.

Gwendal Poullennec, International Director of the MICHELIN Guides, explains: *"We are particularly enthusiastic about introducing Moscow to foodies! This mysterious and timeless capital city is a culinary gem that showcases not only local Russian products, but also the wonderful diversity of world cuisine."*

Rich in history and secular traditions, the Russian culinary scene has seen some new trends emerge over the past 30 years, embodied by talented chefs who are devoted to highlighting the quality of local products such as Vladivostok king crab, Borodinsky bread, halibut from Murmansk, and smetana, the sour cream used in preparing beef stroganoff. They also celebrate vegetables and fragrant herbs that give lively, authentic flavor to dishes that are favorites among gourmets, including rassolnik and borscht in all its delectable forms.

*"Gastronomy in Moscow has become a point of attraction for tourists in recent years. A variety of formats, cuisines and styles can be found here today in the Russian capital, and Moscow's restaurants rank among the best in the major world listings."* adds Sergey Sobyenin, Mayor of Moscow. *"We are confident that the MICHELIN Guide's arrival in Moscow will open up our city in a new way for both tourists and Muscovites themselves and promises to deliver plenty of positive emotions."*

The Russian capital is the birthplace of many new restaurants, run by young and passionate teams serving typical Russian dishes, often reinterpreting them in a more personal and contemporary way, without losing their original spirit. In tastefully decorated rooms that are conducive to escape, gourmets are invited to enjoy a wonderful culinary journey.

*"Michelin entered the Russian market almost immediately after its founding in 1889. For over 100 years we have been offering car owners innovative, more technological solutions for maximizing performance on the roads."* explains Dmitry Molokanov, Chief Executive Officer of Michelin Russia. *"The MICHELIN Guide's arrival in Moscow can, without exaggeration, be considered a historic event. Today in Russia we are launching one of the most advanced and at the same time most age-old models associated with tourism and gastronomy at the world-class level, under the umbrella of a well-known brand that is highly appreciated by its customers"*.

The selection will be made according to the tried and tested methodology applied by the inspectors of the MICHELIN Guide based on its universal criteria. These are applied to all the selected restaurants in order to help gastronomes from around the world make an informed choice from among high-quality options.

Moscow will join the new culinary destinations selected by the MICHELIN Guide, which has recently expanded to Beijing, Slovenia and California.

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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 127,000 employees and operates 69 tire production facilities which together produced around 200 million tires in 2019. ([www.michelin.com](http://www.michelin.com))

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