

PRESS RELEASE

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MICHELIN Guide France to present its new restaurant selection on January 18, 2021, live from the Eiffel Tower

The MICHELIN Guide keeps its annual date with fine food lovers everywhere; ceremony details to be confirmed based on the health situation

Michelin is set to reveal the new MICHELIN Guide France 2021 restaurant selection in an online ceremony on January 18, 2021, broadcast live from the Eiffel Tower for viewers everywhere on YouTube, Instagram, and Facebook.

“The past year has been extremely challenging for the restaurant industry, and while eateries in France remain closed for business, we see it as our job to continue promoting them and help keep the flame alive. That’s why we have decided to present the new MICHELIN Guide France 2021 selection on January 18, a big date in the industry calendar as restaurants prepare to reopen. We will be shining a light on the audacity, courage and talent of our chefs, showcasing their local producers, and encouraging gourmets everywhere to get back into the habit of fine dining as soon as they possibly can,” said Gwendal Poullennec, International Director of the MICHELIN Guides.

In addition to unveiling the Stars, the ceremony will include the reveal of the new MICHELIN Green Star selection, promoting the restaurants that demonstrate a deep commitment to sustainable gastronomy. And for the third year in a row, dedicated awards and distinctions will be distributed for best-in-class performance in the various restaurant trades, including welcome and service, wine waiting and pastry.

Practical information including the time of the ceremony and live streaming links will be confirmed in due course.

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)

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