



PRESS RELEASE

MICHELIN GUIDE

Paris - July 11th, 2024

The MICHELIN Guide writes a new chapter in its history in China

- For the very first time, and after covering several, major Chinese cities, the MICHELIN Guide will release restaurant selections at a provincial level, starting with two new destinations: Fujian and Jiangsu
- By doing so, the MICHELIN Guide reaffirms its ambition to better connect with Chinese diners and food enthusiasts, while promoting authentic Chinese food cultures internationally

Michelin is pleased to announce the MICHELIN Guide's arrival in two new Chinese destinations: the provinces of Fujian and Jiangsu. It brings to seven the number of destinations covered by the MICHELIN Guide in China mainland.

For the very first time, and more than eight years after the MICHELIN Guide's first steps in China mainland, and the progressive coverage of several major cities, the MICHELIN Guide's Inspectors will investigate and explore the best restaurants at a provincial level.

For the initial selections, the Inspectors will primarily focus on three cities in each province – Xiamen, Fuzhou and Quanzhou in Fujian; and Nanjing, Suzhou and Yangzhou in Jiangsu – while starting to explore other places within the provinces. The restaurant selection for Fujian Province will be unveiled at the end of 2024, while the Jiangsu Province selection will be revealed at the start of 2025 – with precise dates and formats being communicated at a later date.

Commenting on the new venture during a press conference held this morning in Shanghai, Gwendal Poullennec, International Director of the MICHELIN Guides, stated, "We are absolutely thrilled to open a new chapter of the MICHELIN Guide in China. After scouring China mainland's most prominent cities – from Shanghai to Guangzhou, Beijing to Chengdu and Hangzhou – our Inspectors will now begin investigating the rich and diverse food scenes of the Chinese provinces. The decision to start with Fujian and Jiangsu provinces was not left to chance, seeing as both territories are indeed home to outstanding, Chinese culinary traditions that are unique and deeply-rooted. Anticipating restaurant selections that spotlight authentic, local establishments and eateries, while celebrating the essence and subtleties of local food heritage, these new MICHELIN Guide projects will provide global recognition to two territories, whose rich culinary scenes deserved to be discovered by both national and international foodies and travelers."



MICHELIN GUIDE

After giving center stage to gastronomic gems from world-class Chinese cities, the introduction of province-based restaurant selections is the result of the MICHELIN Guide's ambition to more authentically explore and promote the many culinary wonders of the Chinese provinces. Bolstered by a bespoke editorial campaign that will be rolled-out on Chinese social media and digital platforms, these new extension projects also illustrate the MICHELIN Guide's will to foster even stronger and closer ties with Chinese audiences and markets. Indeed, not only will the MICHELIN Guide promote the content of its restaurant selections, it will also share insights with food-enthusiasts about the diversity and specificities of each province's food culture.

By providing both national and international recognition to local gastronomic hotspots, the MICHELIN Guide is finally reaffirming its commitment to positively and sustainably developing the restaurant industry, honoring talented professionals and acknowledging food culture and heritage.

The MICHELIN Guide Methodology

The MICHELIN Guide was created in 1900 by the Michelin tire company to support the growth of automobile mobility. Since then, it has remained loyal to its original mission: to settle in mature gastronomic destinations, to guide international travelers and local foodies to the best restaurants, to highlight world culinary scenes and to promote travel culture.

The restaurant selections of the MICHELIN Guide Fujian and Jiangsu will be independently composed by the anonymous MICHELIN Guide inspectors, according to the Guide's historical and global methodology.

Only the quality of the cuisine offered by the restaurants will be assessed by the inspectors based on the Guide's five universal criteria:

- The quality of the ingredients.
- The mastery of cooking techniques.
- The harmony of flavors.
- The personality of the chef as represented in the cuisine.
- The consistency both over time and across the entire menu.

The MICHELIN Guide Restaurant Selection

The MICHELIN Guide restaurant selection compiles the very best restaurants the MICHELIN Guide inspectors find in a destination. Considered as the establishments providing the most memorable and authentic culinary experiences, these restaurants reflect the quality, diversity and richness of local gastronomic scenes, as well as promoting food culture and heritage.



MICHELIN GUIDE

Within the selection of high-quality restaurants, those offering the most remarkable gastronomic experiences are rewarded with globally renowned MICHELIN Stars – from one to three.

The selection also includes the popular Bib Gourmand category – a distinction presented to restaurants that offer good quality food at a moderate price. A must-follow reference for any keen diner or traveler seeking accessible proposals without compromising on the quality of the ingredients, the Bib Gourmand selection is also the perfect way to access some of the most deeply-rooted experiences that reflect local and popular cuisines.

The restaurant selections for Fujian and Jiangsu provinces will be available exclusively in digital format on all the Guide's interfaces: website, mobile applications and social networks. They will join the global MICHELIN Guide restaurant and hotel selections, that can be accessed free of charge on its digital platforms.

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. (www.michelin.com)

MICHELIN GROUP MEDIA RELATIONS

+33 (0) 1 45 66 22 22

7 days a week

www.michelin.com

 [@MichelinNews](https://twitter.com/MichelinNews)

112, Avenue Kléber, 75016 Paris