



PRESS RELEASE

MICHELIN GUIDE

AUSTIN, July 16, 2024

## ***The MICHELIN Guide expands to Texas***

- **Texas becomes 11<sup>th</sup> MICHELIN Guide destination in North America**
  - **MICHELIN Guide Inspectors are already in the field, finding culinary gems**

The [MICHELIN Guide](#) has arrived in the Lone Star State, as Michelin and Travel Texas today revealed the MICHELIN Guide Texas.

Texas is home to award-winning barbecue, locally sourced seafood and steaks, and savory Tex-Mex to name a few. The state's vibrant and mature gastronomic scene showcases culinary talents rooted in Texas culture and inspired by international cuisines both near and far.

"The Texas culinary scene has proven to be an exhilarating one, with multicultural influences, homegrown ingredients and talent that is rich in ambition," said Gwendal Poullennec, International Director of the MICHELIN Guides. "Foodies and travel enthusiasts alike will find something to enjoy, with such a broad dining scene spanning farm-to-table dishes, fusion cuisine, upscale dining and the famous Texas-style barbecue. Texas is a perfect fit for the MICHELIN Guide, based on the experiences of our anonymous inspectors."

The first MICHELIN Guide Texas selection will be revealed later this year, and it will feature culinary gems in Austin, Dallas, Fort Worth, Houston and San Antonio.

The anonymous MICHELIN Guide Inspectors award the iconic [MICHELIN Stars](#) – one, two or three – to unparalleled cuisine. The Guide is also renowned for its [Bib Gourmand](#) selection, highlighting restaurants that offer great quality food at good prices. The [MICHELIN Green Star](#) is given to restaurants that are leaders in sustainable gastronomy. Recommended restaurants and special professional awards are also highlighted by the inspectors.

The MICHELIN Guide's anonymous Inspectors are already in the field, making dining reservations secretly and paying for all their meals to ensure they are treated the same as any other customer.

"The MICHELIN Guide Texas will illustrate to global travelers the culinary journey that's waiting to be discovered in our state, featuring restaurants that embody our heritage and introducing innovative chefs and local artisans who are redefining our food scene," said Tim Fennell, director of Travel Texas. "The introduction of the Guide will be a tremendous asset for Texas, promoting our rich and diverse food culture and elevating the restaurant scene to an international stage."

The MICHELIN Guide is constantly observing the evolution of culinary destinations around the world. The MICHELIN Guide selections process remains completely independent. While



## MICHELIN GUIDE

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selections remain fully independently determined by anonymous Inspectors, the MICHELIN Guide is working with Travel Texas on marketing and promotion activities only.

The 2024 Texas restaurant selection will join the MICHELIN Guide [selection of hotels](#) later this year and will feature the most unique and exciting places to stay in Texas and around the world. Every hotel in the Guide is chosen for its extraordinary style, service and personality – with options for all budgets – and each hotel can be booked directly through the MICHELIN Guide website or app.

### **History and methodology**

The upcoming Texas restaurant selection will follow Michelin’s historical methodology, based on five universal criteria, to ensure each destination’s selection equity: 1) quality products; 2) the harmony of flavors; 3) the mastery of cooking techniques; 4) the voice and personality of the chef as reflected in the cuisine; 5) consistency between each visit and throughout the menu (each restaurant is inspected several times a year).

The MICHELIN Guide remains a reliable companion for any traveler seeking a great meal. The Guide was first published in France at the [turn of the 20th century](#) to encourage tire sales by giving practical advice to French motorists. Michelin’s inspectors still use the same criteria and manner of selection that were used by inspectors in the very beginning, now applied in destinations around the world.

Michelin published its first North American Guide in 2005 for New York. Guides have since been added in Chicago (2011); Washington, D.C. (2017); California (San Francisco in 2008, statewide 2019); Miami/Orlando/Tampa, Florida (2022); Toronto (2022); Vancouver (2022); Atlanta (2023); and Mexico (2024).

### **About Michelin North America, Inc.**

Michelin, the leading mobility company, is working with tires, around tires and beyond tires to enable Motion for Life. Dedicated to enhancing its clients’ mobility and sustainability, Michelin designs and distributes the most suitable tires, services and solutions for its customers’ needs. Michelin provides digital services, maps and guides to help enrich travels and make them unique experiences. Bringing its expertise to new markets, the company is investing in high-technology materials, 3D printing and hydrogen, to serve a wide variety of industries—from aerospace to biotech. Headquartered in Greenville, South Carolina, Michelin North America has approximately 23,500 employees and operates 35 production facilities in the United States and Canada. ([michelinman.com](http://michelinman.com))

### **About Travel Texas**

[Travel Texas](#), within the Governor’s Economic Development & Tourism Office, is responsible for the promotion of Texas as a premier travel destination for domestic and international visitors alike. In partnership with convention and visitor bureaus, local chambers of commerce, private travel-related organizations and associations, Travel Texas works diligently to showcase the rich culture, history, landscapes, and experiences that Texas offers.



MICHELIN GUIDE



The MICHELIN Guide Worldwide app for [iOS](#) and [Android](#) devices.



iOS



Android

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**For more information, contact:**

Carly Grieff  
Michelin North America – External Communications  
[carly.grieff@michelin.com](mailto:carly.grieff@michelin.com)



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MICHELIN GROUP MEDIA RELATIONS

**+33 (0) 1 45 66 22 22**

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112, Avenue Kléber, 75016 Paris