



PRESS RELEASE

MICHELIN GUIDE

Paris - September 25th, 2024

### **The MICHELIN Guide and Wuliangye join forces to promote excellence of traditional Chinese culture across the globe**

- The MICHELIN Guide and Wuliangye are pleased to announce the signing of a two-year global partnership. Wuliangye becomes the Global Partner of the MICHELIN Guide for 2025 and 2026.
- After two years of collaboration with the MICHELIN Guide in China, Wuliangye, China's leading producer of high-end and premium baijiu, officially becomes a MICHELIN Guide Global Partner.

Driven by a shared commitment to promoting excellence and *art de vivre*, Wuliangye and the MICHELIN Guide have joined forces to further celebrate the best of the world's gastronomy, promote authentic know-how and craftsmanship, and encourage the discovery of international culinary cultures.

As part of this partnership, Wuliangye will support the MICHELIN Guide in organizing multiple ceremonies, allowing guests to discover the richness and refinement of its exceptional baijiu through exclusive, tailor-made experiences. Dedicated to preserving and promoting the timeless tradition of baijiu, a true hallmark of Chinese culture, as well as of its ability to perfectly pair with world cuisines, Wuliangye will also be working with the MICHELIN Guide to organize professional masterclasses and influencers dinners involving a number of sommeliers and chefs running MICHELIN-Starred restaurants.

Gwendal Poullennec, International Director of the MICHELIN Guide, states : "For over 100 years, the MICHELIN Guide has been shining a light on international food cultures and outstanding culinary experiences, while Wuliangye, has mastered the production of luxury baijiu using millennia-old techniques and craftsmanship. Today, I am absolutely thrilled that our two brands, both icons of fine dining and premium spirits, are teaming up to celebrate excellence across the world. By partnering with Wuliangye, we, at The MICHELIN Guide, are especially proud to promote to seasoned gourmets and most talented chefs the timeless baijiu culture, as well as the many authentic traditions and know-hows it embodies."

Guo Xulei, Chairman of the Supervisory Board of Wuliangye Group Company declares: "Wuliangye and The MICHELIN Guide share similar values and aspirations. Both brands are highly aligned in their dedication to craftsmanship, commitment to quality, and pursuit of the ultimate sensory experience. In their past collaboration in China, we have jointly explored new expressions of "gourmet cuisine + fine spirits," successfully creating a new model of "gastronomic feasts," providing global consumers with an exceptional quality experience. Looking ahead, Wuliangye and The MICHELIN Guide will continue to explore more possibilities for the integration and mutual appreciation of Eastern and Western



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culinary and Baijiu cultures, allowing global consumers to experience more harmonious and beautiful stories of flavors”.

The partnership between Wuliangye and The MICHELIN Guide will officially start on October 17<sup>th</sup>, 2024 at the 2025 MICHELIN Guide Tokyo Ceremony.



### 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](http://www.michelin.com))

### About the MICHELIN Guide

Recognized globally for excellence and quality, the MICHELIN Guide offers a selection of world-class restaurants.

The MICHELIN Guide remains a reliable companion for any traveler seeking an unforgettable meal and hospitality experience. The Guide was [first published](#) in France at the turn of the 20th century to encourage the development of car mobility as well as tire sales by giving practical advice to motorists. Progressively, the Guide has specialized in restaurant and hotel recommendations. Michelin's inspectors still use the same criteria and manner of selection that were used by the inspectors in the very beginning.

The restaurant selections join the MICHELIN Guide selection of hotels, which features the most unique and exciting places to stay around the world. Visit the MICHELIN Guide website, or [download the free app](#) for iOS and Android, to discover every restaurant in the selection and book an amazing hotel.

Thanks to the rigorous MICHELIN Guide selection process that is applied independently and consistently in more than 45 destinations, the MICHELIN Guide has become an international benchmark in fine dining. All restaurants in the Guide are recommended by Michelin's anonymous inspectors, who are trained to apply the same time-tested methods used by Michelin inspectors for many decades throughout the world. This ensures a uniform, international standard of excellence. As a further guarantee of complete objectivity, Michelin inspectors pay all their bills in full, and only the quality of the cuisine is evaluated. To fully assess the quality of a restaurant, the inspectors apply five criteria defined by Michelin: product quality; mastery of cooking techniques; harmony of flavors; the personality of the chef as reflected in the cuisine; and consistency over time and across the entire menu. These criteria guarantee a consistent and fair selection so a Starred restaurant has the same value regardless of whether it is in Paris, New York or anywhere else in the world.



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### **About Wuliangye Group**

Wuliangye Group Co., Ltd is a mega-size state-owned enterprise group with Baijiu as its primary business. The Company is also engaged in the fields of eco-friendly packaging, smart manufacturing, smart logistics, financial investment, health and well-being. In 2023, Wuliangye Group's operating revenue surpassed 170 billion RMB, and its brand value exceeded 400 billion RMB. It ranked 15th on the World Brand Lab's 2023 list of "China's 500 Most Valuable Brands," marking six consecutive years of double-digit growth in brand value.

### **About Wuliangye Baijiu**

Wuliangye Baijiu is made from five grains of sorghum, rice, glutinous rice, wheat, and corn with ancient craft and recipes. Wuliangye is the earliest spirit in the world produced with five grains. The multi-grain solid fermentation process has been passed down for a thousand years, dating back to Zhongbiji (Zhongbi liquor) produced with multiple grains in the prime Tang Dynasty. It has a long history and profound culture. Wuliangye represents China's strong aromatic Baijiu and has been accredited as National Famous Liquor. Wuliangye is enlisted into the first batch of products protected under the landmark China-EU Agreement on Geographical Indications Agreement.

## MICHELIN GROUP MEDIA RELATIONS

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