



PRESS RELEASE

MICHELIN GUIDE

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The MICHELIN Guide welcomes new cities in Florida expansion

- Selection grows to include four new destinations in Florida for 2025
- MICHELIN Guide Inspectors are already in the field, finding culinary gems

The MICHELIN Guide announced it will be expanding its selection in Florida with three new destinations being added in 2025. In addition to Miami, Orlando and Tampa, the 2025 selection will include restaurants in Broward County, The Palm Beaches and St. Pete-Clearwater. Beginning in 2026, the selection will grow further to become a state-wide selection covering all of Florida.

"Florida continues to raise the bar with its emerging culinary talent, international influences and the palpable passion of its local restaurant communities," said Gwendal Poullennec, International Director of the MICHELIN Guides. "Over the past three years, we've seen the Florida selection grow and strengthen as our Inspectors shined a spotlight on their discoveries. We look forward to exploring these new destinations and highlighting the excellence of their local restaurant scene."

The MICHELIN Guide's anonymous Inspectors are already in the field, making dining reservations and scouting for culinary gems in the new territories. The full 2025 restaurant selection will be revealed at a later date during the annual MICHELIN Guide ceremony for Florida.

"The MICHELIN Guide's expansion into three additional Florida destinations in 2025 and statewide in 2026 further cements the state as a premier culinary destination for both locals and visitors. Florida's rich and diverse culinary scene has long been a cornerstone of the vacation experience, and we are thrilled that more talented chefs and exceptional restaurants across the state will now receive the recognition they deserve," said Dana Young, President and CEO of VISIT FLORIDA.

The MICHELIN Guide is constantly observing the evolution of culinary destinations around the world. The Guide's selection process is determined by anonymous Inspectors and remains completely independent. The MICHELIN Guide is working with Visit Florida on marketing and promotional activities only.

History and methodology

The upcoming 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



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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 announced its first North American Guide in 2005 for New York. Guides have also been added in Chicago (2011); Washington, D.C. (2017); California (San Francisco in 2007, statewide 2019); Miami/Orlando/Tampa, Florida (2022); Toronto (2022); Vancouver (2022); Colorado (2023); Atlanta (2023), Mexico (2024), Texas (2024), Quebec (2024) and now Broward County, The Palm Beaches and St. Pete-Clearwater, Florida (2025).



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)

About Visit Florida

VISIT FLORIDA is the Sunshine State's official tourism marketing corporation and travel planning resource for visitors across the globe. As Florida's No. 1 industry, tourism was responsible for welcoming over 140.6 million visitors in 2023, the highest number of visitors in the state's history. VISIT FLORIDA promotes tourism through sales, advertising, promotions, public relations and visitor services programs, and works with travel industry partners throughout the state. To learn more about VISIT FLORIDA, follow @FloridaTourism on X, connect on LinkedIn, or go to visitflorida.org. For inspiration in the Sunshine State follow @VISITFLORIDA on Facebook, Twitter and Instagram or visit www.visitflorida.com. For media resources, visit www.visitfloridamedia.com.

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. Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries and employs 132,200 people.



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