

PRESS INFORMATION

Boulogne-Billancourt, 18 of May 2016

THE FIRST SELECTION OF THE MICHELIN GUIDE SHANGHAI 2017 WILL BE LAUNCHED THIS YEAR



Michelin is pleased to announce that its world-famous MICHELIN guide will be launched in Mainland China for the first time. Shanghai's fine dining scene will be inspected and reviewed as part of the first ever official selection of Michelin hotels and restaurants in the country.

"After the announcement of two new editions in Singapore and Seoul. We are particularly pleased and delighted to continue our development in Asia this year with the launch of the MICHELIN guide Shanghai 2017" said Michael Ellis, International Director of the MICHELIN guides. "The richness and quality of Shanghai's culinary scene completely won us over! The city is an economic and cultural crossroad, and its gastronomy is the result of a strong culinary heritage which makes the dining scene very exciting. Shanghai's culinary scene range from popular to fine dining restaurants, and we are eager to discover the high quality of Shanghai's gastronomy and starting the selection".

To be launched in the second half of 2016, this will be the 28th Edition of the international collection of MICHELIN guides.

Bruno de Feraudy, President of Michelin China explained, "For over a century, Michelin has been dedicated to providing high quality products and services related to people's travel. The MICHELIN guide, just like our tire products, also inherits our brand spirit devoted to mobility. Here in China, mobility is developing at a great pace every day and shows great potential. We are eager to see the MICHELIN guide bringing Chinese consumers more exciting and joyful experiences when they travel." Talking about the MICHELIN guide Shanghai 2017, he added with pleasure "In all the cities where we launch them, the quality of the MICHELIN guide is widely appreciated by both the professionals and the general public. Every year, the selection of the MICHELIN guide links local gastronomies to international standards. Thus the arrival of the MICHELIN guide is very good news."

About the MICHELIN guide

Thanks to the rigorous MICHELIN guide selection process that is applied independently and consistently around 28 countries, the MICHELIN guide has become an international benchmark in fine dining. The selections of all restaurants in the guide are made by Michelin's famously anonymous inspectors, who are trained to scrupulously 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, preparation and flavors, the chef's personality as revealed through his or her cuisine, value for money, and consistency over time and across the entire menu. These objective criteria are respected by all MICHELIN guide inspectors, whether in Japan, the United States, China or Europe. They guarantee a consistent selection so that a star restaurant as the same value regardless of whether it is located in Paris, New York or Tokyo.

Michelin has been a pioneering force in advancing mobility through innovation and excellence in manufacturing quality. The company patented the pneumatic, or air-filled, tire in the late 1800s. This was a milestone moment in mobility, permitting automobile owners to travel at great length in a single journey. Then, in an effort to prompt travelers to enjoy their newfound mobility, the company created guides and detailed maps to steer travelers on their way. The most famous publication that developed from this is the internationally recognized MICHELIN guide.

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