

MICHELIN GUIDE

PRESS RELEASE

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illycaffè joins forces with the MICHELIN Guide to support the MICHELIN Green Stars in Europe and the United States

illycaffè is the first brand to officially support the MICHELIN Guide's initiative to award restaurants committed to a more sustainable gastronomy, promoting the Guide's dedicated network.

Michelin and illycaffè are pleased to announce illy's support of the MICHELIN Guide's European and American Green Stars. illycaffè, a global coffee industry leader in sustainable quality, and Michelin have decided to take another step forward for the planet. The two companies, which share very similar values, will work together to promote restaurant's efforts and actions in working in a more sustainable way – like preserving resources, embracing biodiversity, or reducing food waste and the consumption of non-renewable energy.

"MICHELIN Green Stars restaurants shape an ambitious network of committed thought leaders on the global gastronomic scene; thought leaders who contribute both to raising awareness on the challenges of tomorrow's cuisine and to inspiring their peers within the industry. We are delighted to associate for the first time with illycaffè, a company that is particularly committed and with which we share strong common values. We hope that our Green Stars will continue to mobilize even more companies in the future so that, collectively, we can encourage the industry to take a closer look at sustainable development issues" said Gwendal Poullennec, International Director of the MICHELIN Guides.

"It is a great honour for us to announce our support to the MICHELIN Guide's Green Stars in Europe and the U.S., an emblem to reward restaurants which are at the forefront of a more sustainable approach to gastronomy" says Massimiliano Pogliani, CEO of illycaffè. "This is an extraordinary opportunity to continue sharing and promoting our coffee culture in the world of fine dining: many of our illy ambassadors have received this prestigious recognition and we hope to continue developing an increasingly virtuous path of ever-more sustainable quality with the greatest international chefs. Sustainability has always been part of our brand DNA and for over 85 years we have been giving great attention to sustainable issues, with the goal of building a better future together with our partners and our consumers"

Unveiled for the first time in January 2020 at the MICHELIN Guide France launch event, the MICHELIN Green Star is the MICHELIN Guide's newest award.

The MICHELIN Green Star is a new benchmark for customers and professionals: inspectors assign the recognition to restaurants within their selections that are the most committed to a more sustainable approach to gastronomy.

By highlighting the virtuous actions of role-model establishments, the MICHELIN Guide aims to give chefs and other committed players a framework for raising awareness on the sustainable issues surrounding gastronomy and food among the general public, businesses and the whole industry.

About the Michelin Group

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 123,600 employees and operates 71 tire production facilities which together produced around 170 million tires in 2020. (www.michelin.com).

About illycaffè:

illycaffè is an Italian company, founded in Trieste in 1933 and committed to offering the greatest coffee to the world. illy is the world's most global coffee brand, producing the unique illy 100% Arabica blend made of 9 of the world's best selections of Arabica; each day more than 8 million cups are consumed in over 140 countries in the finest cafés, restaurants, hotels and in offices and homes. illy has become the standard forerunner of espresso, and thanks to three critical innovations, is considered the leader in the science and technology of coffee. With the bestowing of the first "Ernesto Illy Award for quality espresso coffee" in 1991 in Brazil, illy also pioneered direct sourcing, sharing know-how and paying a premium price for the best quality, based on partnerships underwritten by the principles of sustainable development. The company also founded its University of Coffee with the aim of fostering and spreading its culture, providing comprehensive academic and hands-on training for coffee growers, baristas and coffee lovers in order to cover every aspect of the product. Everything 'made in illy' is enhanced by beauty & art, which represent founding values of the brand, starting from its logo – designed by an artist, James Rosenquist – and including the renowned illy Art Collection, comprised of over 100 cups designed by international artists. In 2019 the company was employing 1,405 people and posted consolidated revenues of €520,5 million. There are 269 stores and mono-brand illy shops in more than 40 countries.

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