



# THE MICHELIN GUIDE





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# A GUIDE FOR TRAVELERS

The **MICHELIN Guide** takes its roots in Clermont-Ferrand, where, in 1889, brothers André and Edouard Michelin founded their world-famous tire company, fueled by a grand vision for the automobile industry at a time when there were fewer than 3,000 cars in the country.

To help travelers in their journey, in 1900 the Michelin brothers produced a small red guide filled with handy information, such as maps, tips on how to change a tire, where to fill up with fuel, and where to unwind after a day of adventure.

In the 1920's, a brand-new MICHELIN Guide was launched, including for the first time, a list of hotels in Paris and a list of restaurants classified in specific categories.

In 1926, the Guide began to award **MICHELIN Stars** to fine dining restaurants, initially marking them only with a single MICHELIN Star. Five years later, a hierarchy of **one MICHELIN Star**, **two MICHELIN Stars**, and **three MICHELIN Stars** was introduced, and in 1936, the criteria for the starred rankings were published and the job of **inspector** was created.

During the 20th century, thanks to its serious and unique approach, the MICHELIN Guides became bestsellers for international foodies, and experienced an impressive international development. Today, the Guide lists restaurants in **more than 45 destinations**, in Europe, Asia, America and the Middle-East.

From 1900 to 2022, the Guide has adapted to changing habits and has developed complementary and alternative digital platforms such as a **website** (guide.michelin.com), and a **mobile App**. On these platforms, gourmets from everywhere can access, and for free, all the recommendations of the Michelin inspectors, enjoy rich editorial content and benefit from exclusive services such as booking facilities. On its dynamic **social networks**, the MICHELIN Guide also provides information and manages a community of more than 4,7 million passionate food lovers.

Today, the remarkable foresight of the founding Michelin brothers has given the company a vocation that is as relevant in the 21st century as it was in 1900 — namely, to encourage life in motion and to share with everyone the very best **unforgettable experiences** across the globe.





Bread and cottage cheese - ©Julius Adomavičius\_Lithuania Travel





# A KEY PLAYER FOR PROFESSIONALS AND DESTINATIONS

The MICHELIN Guide is not only a reference for foodies and travelers, it also provides considerable **support for the restaurant industry**.

By referencing a restaurant, awarding its cuisine with one or more MICHELIN Stars, the MICHELIN Guide also promotes the know-how, determination and passion of **talented teams**. Ultimately, this contributes to making the various restaurant industry jobs more attractive and encourages the improvement and development of the food sector.

Inspectors have neither quotas, nor set-up numbers. Coming from a wide range of countries and backgrounds, they are open-minded to any kind of culinary propositions offered by a destination. Therefore, by highlighting the best places to eat, the MICHELIN Guide also aims to authentically showcase the culinary diversity and cultures of a destination, as well as bring **local and international recognition** to its food scene.

*"With the launch of the Lithuania Guide, we are proud to complete The MICHELIN Guide selection for the Baltic Countries, providing a comprehensive resource when it comes to top-quality dining experiences in this region. This new selection will shine a light on the uniqueness of Lithuania's restaurants, promoting the country's talented chefs and embracing their passion, creativity and respect for local culinary traditions. Our Inspectors are currently finalising the first selection, which we look forward to sharing with food-lovers from around the world."*

**Gwendal Poullennec,**  
International Director of the MICHELIN Guides



# OUR METHODOLOGY

Envied by many for having quite possibly the best job in the world, the MICHELIN Guide's inspectors are all **full-time employees of the Michelin Group**, who carefully select restaurants to put forth the best consumer recommendations for outstanding experiences.

To assure the expertise of the Guide, Michelin inspectors are all **former professionals** from the restaurant industry. They also work **anonymously** and **independently**: they behave like regular guests when evaluating a restaurant and they **always pay for their meals**.

In order to decide whether a restaurant is worthy of being selected and recommended within the Guide, inspectors do not look at the interior decor, table setting, or service quality but **focus purely on the quality of the food** they assess based on 5 universal and objective criteria.

These other aspects, which are still very important in the global experience offered by a restaurant, are however mentioned and highlighted in the overall comments the inspectors write for each selected restaurant and share on the MICHELIN Guide platforms.

## The 5 assessment criteria:

- The quality of the products;
- The mastery of cooking techniques;
  - The harmony of flavors;
- The personality of the chef represented in the cuisine;
- The consistency both between the inspectors' visits and across the entire menu.







# THE MICHELIN GUIDE SELECTION AND DISTINCTIONS

A MICHELIN Guide restaurant selection compiles the best restaurants our professional, independent and anonymous inspectors found in a destination.

Among these restaurants, the ones offering the most outstanding gastronomic experiences are awarded MICHELIN Stars, from one to three, while the most interesting value-for-money places are highlighted with another distinction: the Bib Gourmand.

In order to be the most relevant, reliable and up-to-date for MICHELIN Guide users, restaurants selections are made on an **annual** basis – which means that all the places, as well as their possible distinctions, are reconsidered every year.

A selection is also the result of teamwork: all the decisions are made **collectively** by our international team of inspectors and based on several meals eaten in each restaurant. And in order to make our recommendations as objective as possible, inspectors never go to the same place twice.

## The MICHELIN Guide distinctions:

- ✿ **One MICHELIN Star:** high quality cuisine, the restaurant is worth a stop.
- ✿✿ **Two MICHELIN Stars:** excellent cooking, the restaurant is worth a detour
- ✿✿✿ **Three MICHELIN Stars:** exceptional cuisine, the restaurant is worth a special journey.



**The Bib Gourmand:** good quality, good price, our best value-for-money.

Not quite a MICHELIN Star, but most definitely not a consolation prize, the Bib Gourmand – introduced in 1997 and named after Bibendum, the friendly Michelin Man and the official company mascot of the Michelin Group – is a just-as-esteemed rating that recognizes restaurants that serve good food at moderate prices.





# THE MICHELIN GREEN STAR FOR SUSTAINABLE GASTRONOMY

The MICHELIN Green Star is the latest distinction created by the MICHELIN Guide. It is **an annual distinction** that highlights, within the Guide's restaurant selections, those that stand **at the forefront of the industry when it comes to sustainable practices**.

Launched in **2020 on basis of the MICHELIN inspectors' observations in the field**, the MICHELIN Green Star puts the spotlight on restaurants that offer their customers with a **delicious and virtuous dining experience**.

By making eco-responsibility the backbone of their offers and operations, these restaurants are **sources of inspiration** that encourage awareness and action among consumers and professionals alike, while promoting more sober but no less exciting gastronomic and food models.

From attention to seasonality to initiatives to reduce and recycle waste, and from concrete solutions to minimize the restaurant's environmental footprint to strong links with local suppliers, **every MICHELIN Green Star restaurant is different and works in its own unique way** – but all make a difference to the world around them and act as role models to us all.



MICHELIN Green Star  
Sustainable Gastronomy









# OUR COMMUNITY

## OUR SERVICES

While over the years, the MICHELIN Guide has been among the most famous publications, the Guide has always been committed to **adapting to its audience's customs** and to remain loyal to its core ambition: to provide the as many gourmets and travelers as possible expert and independent recommendations.

Therefore, over more than 20 years, the Guide has developed a unique digital community of gourmets and travelers, sharing with them all its recommendations via its **website** and **free-of-charge mobile apps**.

On these platforms, users can not only access the inspectors' freshest discoveries, but also benefit of booking services, create lists of their favorite places, or look for the best restaurants around them.

On social media, the MICHELIN Guide is also interacting daily with a **community of over 5,5 million passionate foodies**, sharing with them exclusive contents about award-winning restaurants, sustainable gastronomy champions, chefs' recipes and much more.

**Download the MICHELIN Guide app**



