

# ***THE MICHELIN GUIDE AND SUSTAINABLE GASTRONOMY***

*PRESS KIT  
JANUARY 2021*

**«FOR A SUSTAINABLE &  
ENVIRONMENTALLY FRIENDLY  
GASTRONOMIC FUTURE»**



## Introduction

### MICHELIN AND SUSTAINABILITY

**«Everything will be sustainable in the Michelin of tomorrow.»**

**Florent Ménégaux,**  
CEO of the MICHELIN Group



**F**irst and foremost, our vision for the future must address the reality of the world both today and tomorrow.

The criteria for growth and economic development have changed dramatically. To ensure sustainability, a company must place the consideration of human, economic and environmental issues at the heart of its decision making.

This Vision is founded on a balance which we express through the notion of an « All Sustainable » future. This is a balance between: the development and fulfilment of people, financial and operational performance, a pledge of sustainability and independence, and making a positive contribution to our planet and its inhabitants.

The answers to today's challenges will be found in Michelin's ability to manage the interdependencies between these areas, supporting them without ever opposing them. The additional challenge is to bring this vision into new areas of growth and development. This « All Sustainable » vision is both a daily requirement and a compass for the future and it is only natural that this ambition for sustainable gastronomy is reflected through the prism of the MICHELIN Guide.

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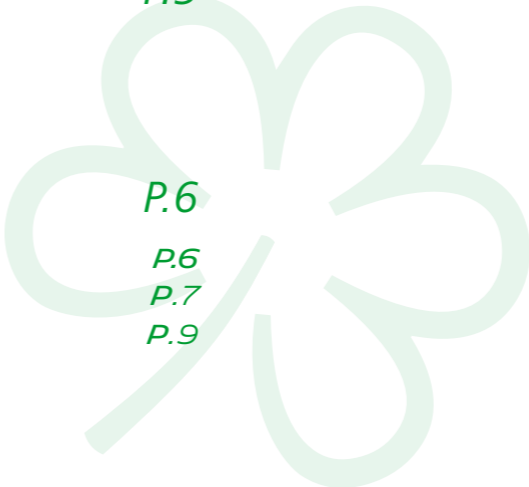
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## Introduction

### MICHELIN AND SUSTAINABILITY

**O**ne year ago, at the unveiling of the 2020 MICHELIN Guide France selection, we presented a new distinction, designed to promote restaurants with a unique approach. These establishments want to highlight the expertise of older generations, enriching it with passionate creativity and a spirit of commitment to innovation, to offer diners more ethical, more sustainable gastronomic experiences.

It would be unthinkable for our inspectors, going about their day to day work in the field, to remain unmoved by these sincere and bold initiatives that instil hope for the preservation of our environment, our terroirs and our biodiversity, whilst fostering a philosophy of more responsible food consumption with the public.

This is why the MICHELIN Guide, sensitive to these environmental and social issues, has decided to support the restaurant sector and its customers with the creation and introduction of the **MICHELIN Green Star**. The **MICHELIN Green Star** rewards establishments with a particular commitment to more sustainable and ethical gastronomy and ensures they are recognised for their inspiration by their customers and peers.

Our culinary distinctions, the MICHELIN Plate , the Bib Gourmand  and the MICHELIN stars  have followed an established methodology that has been proven for over a century. This is why, in order to support the **Green Star**, complementary to the culinary distinctions, our inspectors have broadened their methodology, taking into account any sustainable initiatives within a restaurant's ecosystem: from the sourcing and characteristics of products, through to the consistency of its menus, its overall operation and its management of waste; these are areas that reflect the commitment of chefs and teams to more ethical gastronomy and that the MICHELIN Guide inspectors can assess in the field.

We are not a scientific brand and we are not looking to preach on such fundamental societal subjects. Through this approach, we want to have a positive involvement by bring to centre stage those who raise awareness, on a daily basis, not only with their customers and the sector, but to a wider audience. In the space of a year, this emblem has found its place in the MICHELIN Guide: its name was chosen by our community of gourmets and our teams have worked on the development of an appropriate 360-degree methodology.

Over the last year, the restaurant sector has embraced the **Green Star**, with chefs and teams proud to see their sensitive visions rewarded in our selections.

Since the emblem's introduction in January 2020, we have had the pleasure of seeing the gradual international expansion of the **Green Star** in Europe (Slovenia, Italy, the Nordics, Spain...), the US (San Francisco, Berkeley, Los Angeles...) and Asia (Japan, Korea, China...), and we are optimistic that a selection of sustainable restaurants will have developed in all of our destinations by January 2022.

Created with goodwill in the face of the realities being faced, the **MICHELIN Green Star** has found its natural place and is strengthened every day through discussions with both professionals in our sector and foodies across the world who are eager to consume more responsibly. We are delighted with the progress that has been made and we are happy to share with you the beginning of this wonderful adventure, to which we will devote all of the energy and resources required for its successful development because, for us, the **MICHELIN Green Star** distinction is just as important as our historic star of culinary distinction.

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



## Key figures

**G**astronomy has always had a common-sense approach. Sourcing products as close to the restaurant as possible, respecting the land and the work of producers, having a positive impact on the local economy... all these practices have been, and remain, intrinsic to restaurant life and supporting this implementation wasn't necessarily a requirement.

However, given the current environmental and climatic context, we felt it necessary to take a position by supporting and appreciating those who are taking, or who have always taken, a common sense approach to their activities. For our profession, and for households, the covid-19 crisis has also accelerated thinking on the state of our planet and the responsibility we each bear.

**1,3**  
billion tonnes of food is thrown away or lost worldwide  
each year Source:FAO, 2019

**100**  
Almost  
million hectares of forest have been lost on the planet in 20 years.  
Source:ONU, 2020

**10**  
millions tonnes of consumable food is wasted in France each year.  
Source:Ministère de la transition écologique, 2020

**300**  
On average  
kilotonnes of fresh fruit was imported into France in December.  
Source:Projet CECAM, 2019

**67%**  
of consumers believe that their sense of environmental and community  
responsibility has increased following the COVID 19 crisis.  
Beyond COVID BETCxLes Echos Study, 2020

**73%**  
of consumers believe that the COVID-19 crisis is a wake-up call  
to take care of our planet.  
Beyond COVID BETCxLes Echos Study, 2020

**65%**  
of consumers believe the COVID-19 crisis has prompted them to consume  
locally produced food even if it is more expensive.  
Beyond COVID BETCxLes Echos Study, 2020

## THE AMBITION

**T**he world of gastronomy is intrinsically linked to the subject of sustainable development: from the production to the end-of-life of raw materials, through to the way they are processed and the way a restaurant is managed, gastronomy is a key vehicle for conveying messages and encouraging thinking around a more ethical world. Our readers are always keen to share their thoughts on the subject, and we are always listening.

Many chefs have developed their cuisine to the rhythm of Nature and the planet's resources for years. Others look to innovate day by day by finding solutions that show considered and responsible thinking around their restaurants. Either way, it is through chefs and their teams that gastronomy can become a vehicle for more ethical practices.

The MICHELIN Guide, an international benchmark for gastronomy, is committed to promoting the chefs and establishments that are committed to more sustainable gastronomy and a more sustainable society. We don't profess to have the answers, but we are convinced that the Guide can provide the means for the profession to unite on this subject.

We want to provide chefs with a framework that allows them to come together, to embrace this subject, to build momentum. Because they are the real influencers, who can embody and shape a more responsible future. The Guide wants to echo their voice and their actions because we are convinced that together we will make things happen.

**«A Guide like the MICHELIN Guide must highlight cuisine that respects nature and seasonality. For me, it was a real joy, a gift from heaven, to learn that an institution such as the MICHELIN Guide was embarking on this adventure..»**

*Alain Passard, chef at L'Arpège in Paris, France*





## HOW IT WORKS

### A NAME CHOSEN BY OUR FOODIE COMMUNITY

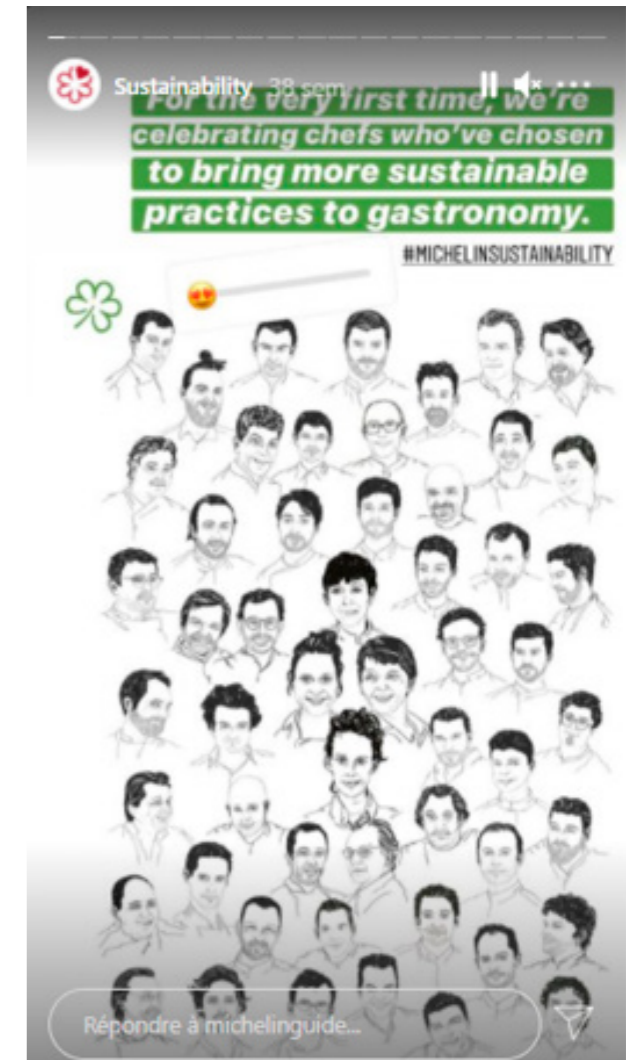
This new emblem, named by our community of foodies via an Instagram poll, is the **MICHELIN Green Star**. It can be awarded to any restaurant that is part of the MICHELIN Guide selection, whether it is a MICHELIN Plate 🍴, Bib Gourmand 🍷 or Star 🌟.

The clover shaped emblem evokes the nature and biodiversity that surrounds us. Dynamic, in motion, forward-looking, it embodies the initiatives that these committed chefs are putting in place and serves to identify and introduce them to our readers.

## NEW CRITERIA FOR EXPANDED INSPECTIONS

The **MICHELIN Green Star** highlights those establishments with an approach to sustainable gastronomy that we regard as being the most sincere, ambitious and impactful; initiatives adopted by entire teams, embodied by a chef and delivered through an experience that customers can enjoy. It is the impact of this commitment that enables us to identify the role model establishments that we recommend to our community.

To identify these chefs and establishments, our inspectors are mindful of the various themes that relate to sustainable gastronomy and that must be reflected in the customer experience: **the products and ingredients used** (seasonality, locality, production quality and the transparency of this information), **the composition of the menu, the chef's ability to raise customer awareness of his philosophy, initiatives to reduce and/or recycle food waste and management of the establishment's resources.**





## A DISTINCTION INCORPORATED INTO OUR PLATFORMS

**F**or many years, the MICHELIN guide has witnessed the work of chefs and the paths they have taken in striving for ethical practices. Today, we are using all of our available channels to showcase and give voice to these chefs and their teams. Our sole aim is to shine a light, for the industry and the general public, on the practices and philosophies that are contributing towards a more ethical world.

The Guide's aim is to highlight those restaurants that promote the preservation of the environment and a global ecosystem, to raise awareness of their initiatives to as wide an audience as possible and to make them easily identifiable to our readers through the **MICHELIN Green Star** and specific content created throughout the year (articles, social media, etc.). The goal is to use the Guide's various platforms and their global audience to bring the voice and initiative of these chefs to as many people as possible.

The **Green Star** distinction can be found in our printed guides, on our guide.michelin.com website and on our mobile app. Our print and digital tools will all, therefore, play a role in informing and supporting customers through their dining experiences.



[LEARN ABOUT THE MICHELIN GREEN STAR ON VIDEO !](#)



[MEET HERVÉ BOURDON, GREEN STAR CHEF](#)





## WORDS OF COMMITTED CHEFS

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**«We make plants the star of the show, using all of the parts and throwing nothing away. We also practise circular thinking, with a focus on composting, hydroponics, and upcycling; turning potential waste into something useful and often beautiful..»**

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*Gustav Sandfridson*, chef of restaurant Fotografiska in Stockholm, Sweden

**«We are committed to good, clean and fair food. We are committed to cooking produce cultivated from our permaculture garden, as well as traditional products from local and organic agriculture, environmentally-sound farming and sustainable fishing. We mill the gluten-free flour that we use ourselves and we are committed to minimising our waste production as much as possible.»**

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*Reine et Nadia Sammut*, chefs at the Auberge la Fenière in Cadenet, France

**«We strive to minimize our carbon footprint, chemical use, and food waste to promote a ‘Dine Good, Do Good’ philosophy. Only seasonal ingredients from Thailand are used, including line-caught seafood and free-range animals. Our research team built a seedbank to preserve local agricultural biodiversity.»**

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*Jimmy Ophorst*, chef of restaurant Pru in Phuket, Thailand





«We are 80% self-sustainable with vegetables, 50% of fruits and we also grow mushrooms. Foraging is an everyday task even in wintertime and is a big part of the restaurant's identity. We tend to have a zero waste policy when it comes to garden products; we use hard parts of the vegetables for compost and some vegetables and fruits also as an extra treat for our animals. We have the first certified ecological duck farm in Slovenia.»

*Luka Košir*, chef of restaurant Gostišče Grič in Horjul, Slovenia

«King's Joy offers vegetarian cuisine using green and seasonal produce that is sourced from local, organic farms. We strive to reduce energy and resource consumption by banning disposable items, reducing electricity usage and recycling. We also promote a sustainable lifestyle through community activities, including clothing donation and enzyme cleaner classes.»

*Gary Yin*, chef of restaurant King's Joy in Beijing, China

«We live according to the rhythms of Nature that dictate what appears on our daily restaurant menu. We work with small local fishermen and try as much as possible to use products from our garden. All organic waste is used as compost before returning to the earth.»

*Alexandre Couillon*, chef at La Marine in l'Herbaudière, France





# Engagement of international chefs

**France**  
**2020** • 49 restaurants 🍴  
 8 🍴🍴, 10 🍴, 24 🍴, 1 🍴, 6 🍴  
**2021** • 33 restaurants 🍴  
 2 🍴🍴, 20 🍴, 3 🍴, 8 🍴

**Japan**  
**2021** • 21 restaurants 🍴  
 3 🍴🍴, 5 🍴, 5 🍴, 1 🍴, 7 🍴

**Denmark**  
**2020** • 10 restaurants 🍴  
 3 🍴, 3 🍴, 2 🍴, 2 🍴

**Finland**  
**2020** • 4 restaurants 🍴  
 1 🍴, 1 🍴, 2 🍴

**Norway**  
**2020** • 4 restaurants 🍴  
 1 🍴, 3 🍴

**Slovenia**  
**2020** • 6 restaurants 🍴  
 1 🍴, 4 🍴, 3 🍴

**China Pékin**  
**2021** • 1 restaurant 🍴  
 1 🍴

**Sweden**  
**2020** • 8 restaurants 🍴  
 2 🍴, 4 🍴, 2 🍴

**Germany**  
**2020** • 18 restaurants 🍴  
 1 🍴, 3 🍴, 4 🍴, 4 🍴, 6 🍴

**Italy**  
**2021** • 13 restaurants 🍴  
 2 🍴, 2 🍴, 6 🍴, 1 🍴, 2 🍴

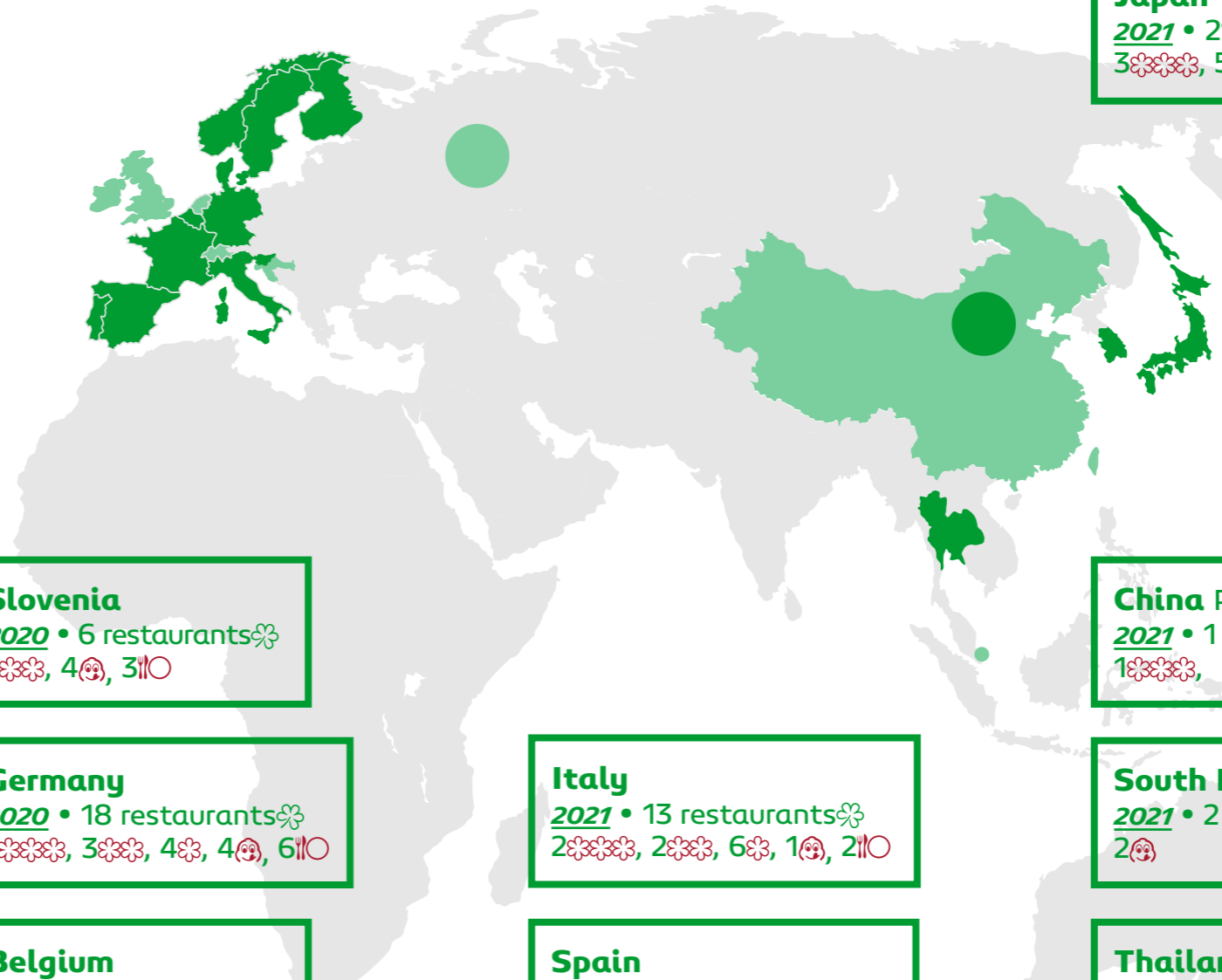
**South Korea**  
**2021** • 2 restaurants 🍴  
 2 🍴

**Luxembourg**  
**2021** • 1 restaurant 🍴  
 1 🍴

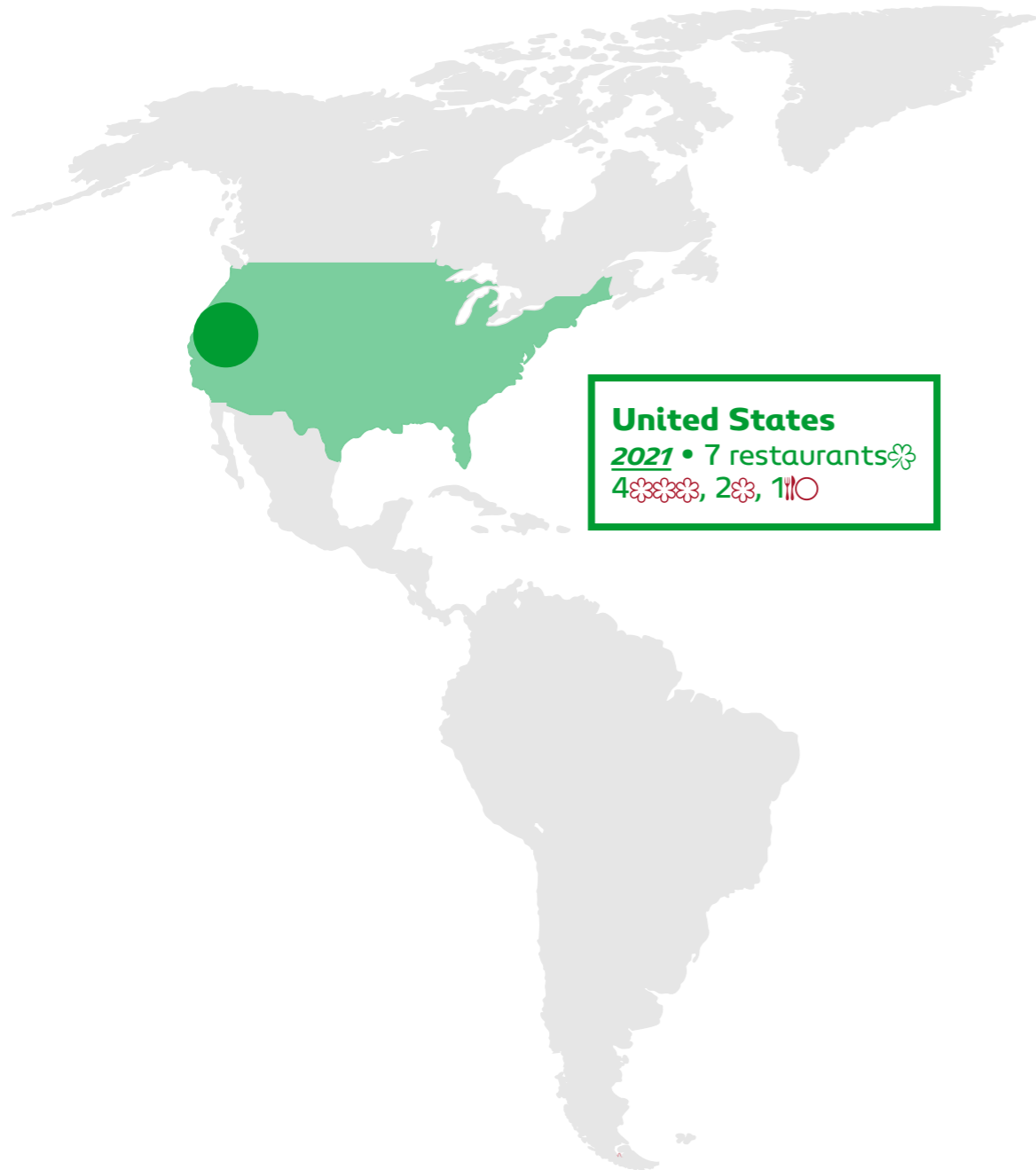
**Belgium**  
**2021** • 9 restaurants 🍴  
 2 🍴, 3 🍴, 4 🍴

**Spain**  
**2021** • 21 restaurants 🍴  
 2 🍴, 4 🍴, 11 🍴, 4 🍴

**Thailand**  
**2021** • 1 restaurant 🍴  
 1 🍴



## Engagement of international chefs



**United States**  
**2021 • 7 restaurants**  
4🌿🌿🌿, 2🌿, 1🌿

- Selections incorporating the MICHELIN Green Star as of 18 January 2021
- Selections to come

### **Future destinations covered**

Irland & Great Britain:**JANUARY 2021**  
Hong-Kong/ Macao:**JANUARY 2021**  
Switzerland:**FEBRUARY 2021**  
Croatia:**FEBRUARY 2021**  
Malta:**MARCH 2021**  
New-York:**MARCH 2021**  
Washington:**MARCH 2021**  
Chicago:**MARCH 2021**  
Netherlands:**MARCH 2021**  
Rio & Sao-Paulo 2021  
Moscow 2021  
Shanghai 2021  
Singapour 2021  
Taipei-Taichung 2021  
Guangzhou 2021

By december 2021, all MICHELIN Guide selections will include sustainable promotion.

## **Contacts & Credits**

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