



The MICHELIN guide is coming to Brazil in March 2015

Michelin has announced the forthcoming launch of a new edition of the MICHELIN guide dedicated to Rio de Janeiro and Sao Paulo, whose selection will be unveiled in March 2015. It will be the first Michelin guide to cover cities in South America.

The MICHELIN guide inspectors are currently in Brazil where they are exploring the fine dining scene in **Rio de Janeiro and Sao Paulo** in order to provide readers with **a selection of the best restaurants and hotels in each city in March 2015.**

With this new volume, the 25th in the international collection of MICHELIN guides, readers – regardless of their budgets, tastes or desires – will soon be able to learn all about Brazil's subtle, diverse gastronomy, which is rooted in a rich culinary heritage based on a wide range of local products of outstanding quality.

“We are especially delighted to launch this new edition, which is unmatched in the history of the MICHELIN guide,” said Michael Ellis, International Director, MICHELIN guides. “The Brazilian gourmet dining scene has been developing steadily in recent years, led by particularly creative chefs. The country has also become a very attractive destination for foreign chefs who are curious to discover products, traditions and cooking styles unlike any other in the world. Spearheading this development, the cities of Rio de Janeiro and Sao Paulo today rank among the world’s leading fine dining centers. Both share a creativity, curiosity and cultural openness that constantly nurture one of the world’s most dynamic gourmet dining scenes. What’s more, the two cities have become ‘must’ visits in the international culinary landscape. We are eager to prepare the selection so that readers of the MICHELIN guide can learn more about fine dining in Rio de Janeiro and Sao Paulo.”

For more than a century, the MICHELIN guide collection has provided its readers with a selection of the best restaurants, hotels and guesthouses around the world. In 2015, the 24 MICHELIN guides will cover 24 countries on four continents.

Always on the lookout for new addresses and unique dining experiences, MICHELIN guide inspectors are constantly testing a wide variety of restaurants and cuisines. Dining anonymously like ordinary customers, they systematically pay their own bills. But as specialists in *haute cuisine*, the inspectors evaluate each dish according to five criteria: product quality, the chef's personality as revealed through his or her cuisine, preparation and flavors, value for money, and consistency over time and across the entire menu. The best restaurants are awarded the Bib Gourmand label or stars, distinctions that are based solely on cooking quality and are always attributed on a consensus basis. Comfort and service are rated separately on a scale ranging from ☉ à ☉☉☉☉.

With the MICHELIN guide Rio & Sao Paulo, the first to cover South America, the Michelin Group will continue to assist millions of travelers. Since it was first published in 1900, the guide has shared the same mission as the Michelin Group to provide “a better way forward.”

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