

GOOD PRACTICES

WHEN REFERENCING THE MICHELIN GUIDE

Congratulations!

Your restaurant features in the 2020 edition of the MICHELIN Guide. For us, it is the recognition of the quality of the services of your establishment and of your team.

We are very proud both to promote talent and to create value for establishments which strive for excellence and consistency.

This document provides guidelines to help you use the communication kit we provide and to better highlight your listing in the MICHELIN selection.

By defining the dos and don'ts when showcasing your presence in the MICHELIN Guide, we seek to enhance the MICHELIN brand's impact for our common interest.

At the same time, we want to prevent any unfair use or misuse of our brand universe that may affect our image and infringe our interests and yours. By respecting these principles and rules, you will create a benchmark for your establishment while helping us protect the unique value of the MICHELIN Guide.

I - KEY PRINCIPLES

#1 You can freely refer to the selection and distinction of your restaurant in the MICHELIN Guide 2020 for the promotion of your establishment. This authorisation is subject to the rules detailed in this document.

⇒ *Examples: signage, advertising, press release, digital content...*

#2 A MICHELIN Guide distinction can never be dissociated from the restaurant to which it relates and from the year of the Guide in which it was awarded, as it recognises the performance of a particular team, in a particular restaurant, at a given time.

As the Chef plays a key role in achieving the MICHELIN Guide distinction, he/she is also authorised to associate his/her name with the distinction; always specifying the name of the restaurant and the vintage. This authorisation excludes any commercial activities (see #4).

MICHELIN Guide Distinctions



3 MICHELIN Stars

Exceptional cuisine. Worth a special journey!



2 MICHELIN Stars

Excellent cooking. Worth a detour!



1 MICHELIN Star

High quality cooking. Worth a stop!



MICHELIN Bib Gourmand

Good quality, good value cooking.



MICHELIN Plate

Good cooking.

Please avoid...

- Starred restaurant/Chef
- Two Starred restaurant/Chef
- The Chef has XX MICHELIN Stars (by adding together all the stars from different restaurants).

Please write...

- MICHELIN Starred restaurant ("MICHELIN Starred Chef" is permitted)
- Two MICHELIN Star restaurant ("Two MICHELIN Star Chef" is permitted)
- The Chef from XX MICHELIN Starred restaurants including...

For any additional request, please contact us through the contact sheet on the platform pro.guide.michelin.com or by emailing us at pro.guide.michelin.gbr@tp.michelin.com

#3 Reference to the MICHELIN Guide must respect certain rules:

- MICHELIN is always in capital letters
- Guide must be written with a capital “G”
- You can also write MICHELIN GUIDE all in capital letters, especially for titles or visuals.
- The distinction must be associated with your restaurant and always be accompanied by the mention “MICHELIN Guide” followed by the name and year of publication.
- The mention should be either in Arial font and black colour or in the same font and colour as the rest of the text. You can highlight the mention in Bold or Italic.

Examples:

“The Green Oaks is selected/recommended in the **2020 edition of the MICHELIN Guide Great-Britain & Ireland**”

“The Green Oaks was awarded a **Bib Gourmand** in the *2020 edition of the MICHELIN Guide Great-Britain & Ireland*”

“Round Table is a **Two MICHELIN Star** restaurant in the **MICHELIN Guide Great-Britain & Ireland 2020**”

#4 For any commercial use of the MICHELIN brand, Guide, logos or identity, a prior agreement and/or licensing contract from Michelin is requested.

⇒ *Examples: product/service/brand endorsement, branded items, books, commercial events outside of your restaurant...*

#5 It is strictly forbidden to use certain elements of the MICHELIN Guide universe without prior agreement, such as:

- Any MICHELIN logos other than those provided in the communication kit
- Any other design of stars to represent the MICHELIN Stars (eg: ***)
- The star with the heart from the guide cover
- Text from the MICHELIN Guide
- The image of the MICHELIN Guide cover
- The Michelin Man (Bibendum)
- Any other image, symbol or photo related to the MICHELIN Guide.

II - HOW TO SHOWCASE YOUR DISTINCTION...

... on the front of your restaurant

You can order now your sticker and/or the 2020 MICHELIN Guide plaque from our e-shop: <https://pro.guide.michelin.com>

For any other support, please email us first with a prototype or a description of your project.



... in printed formats

▪ Customised MICHELIN Guide

We are able to supply customised MICHELIN Guides. You can have your logo and/or your establishment name or other mention applied on the cover, provided that it complies with the rules set out earlier in this document.

If you want to add a specific mention (eg. anniversary of obtaining MICHELIN stars, dedication, etc.) and your distinction on the cover, it is possible in the following way:

- Name and/or logo of the establishment
- Below, the symbol of the distinction followed by the mention "IN THE MICHELIN GUIDE"

▪ Advertisement inside the customised MICHELIN Guide

It is possible to put pictures of the Chef and/or an establishment that is included in the MICHELIN Guide and to add editorial content (about the Chef's career for example).

However, it is forbidden to refer to Michelin, to the Selection, or to distinctions. The text will be submitted to our editorial teams for validation.

It is also forbidden to highlight other restaurants that are not selected in the MICHELIN Guide.

▪ Books (eg.: cookbooks) that are not managed by Michelin and to which you contribute

We ask you to respect the principles stated above.

▪ Your own supports specific to your establishment (menus, promotional leaflets...)

You can use the tools provided in the communication kit, including e-labels et visuals for highlighting your listing in the MICHELIN Guide 2020 on your website and social networks.

For any additional request, please contact us through the contact sheet on the platform pro.guide.michelin.com or by emailing us at pro.guide.michelin.gbr@tp.michelin.com

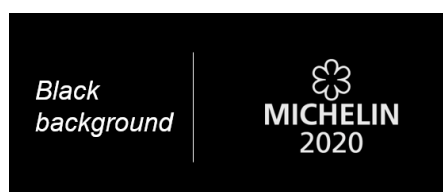
... on your website and other digital platforms

We offer you different visibility tools, which allow the enhancement of your distinction and uniform presentation of the MICHELIN Guide identity.

You can now order your free communication kit on the e-shop <https://pro.guide.michelin.com>

It includes various versions of e-labels to fit with your digital platform design and background style. The red version is strongly recommended. These e-labels cannot be modified. They are valid for a year and must be removed/updated when the 2021 selection is released.

If you want to make the e-labels clickable, the only authorised link is the page of your restaurant on <https://guide.michelin.com>.



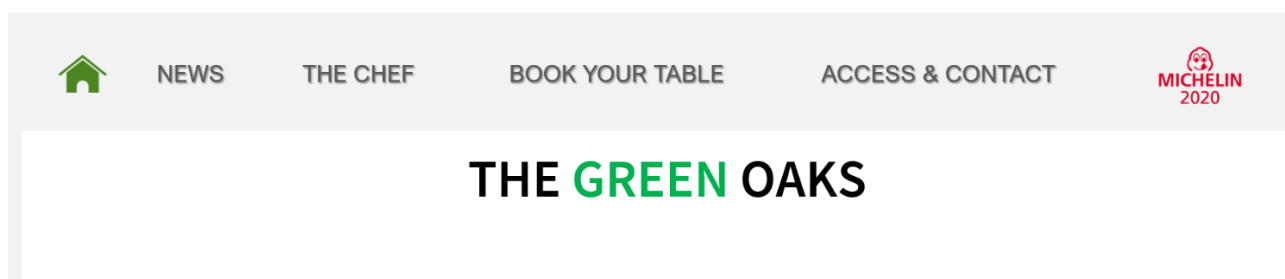
For any technical assistance, please contact your web agency.



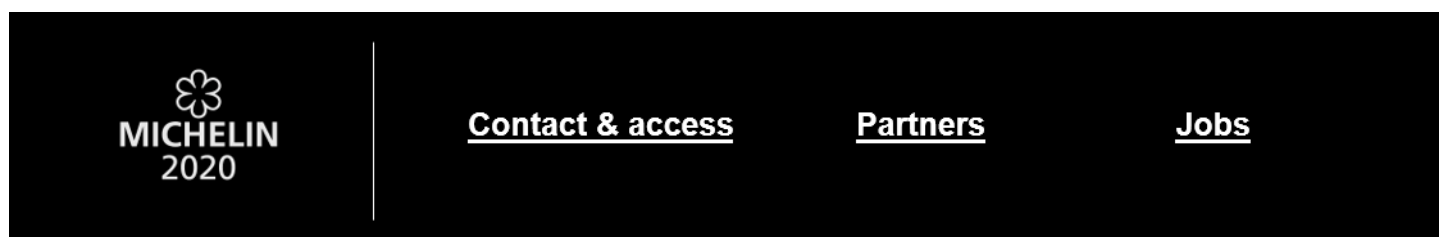
For any assistance on the appropriate link or for any alternative project, please email us.

We recommend that you place them in the header (at the top of the page) or the footer (at the bottom of the page), next to the other recommendations, distinctions, etc.

- *Example of use in the header of a website*



- *Example of use in the footer of a website*



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MICHELIN TRAVEL PARTNER, French Simplified Joint-Stock Company, 433 677 721 RCS Nanterre, 27 cours de l'Île Seguin, 92100 Boulogne-Billancourt, France.



... on social media

Inform your community about your listing in the MICHELIN Guide Great-Britain & Ireland 2020!

By sharing
a picture of your team
with your MICHELIN Guide plaque



By using
the official visuals of the
MICHELIN Guide 2020



To facilitate in highlighting your distinction, we provide you various visuals to use on your social media.

1.
Facebook / Instagram Post



2.
Facebook Cover Photo



3.
Instagram Story



Access them for free at the e-shop <https://pro.guide.michelin.com>

We recommend that you use the following hashtag when publishing:
#MICHELINstar20

And don't forget to tag us in your posts:

- Facebook: [@MICHELINGuideWorldwide](https://www.facebook.com/MICHELINGuideWorldwide)
- Instagram: [@MICHELINGuide](https://www.instagram.com/MICHELINGuide)
- Twitter: [@MICHELINGuideUK](https://twitter.com/MICHELINGuideUK)

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