

PRESS RELEASE

Kanazawa, 31st May 2016

MICHELIN Guide Toyama Ishikawa (Kanazawa) 2016: 290 restaurants and 118 places to stay which reflect the charm of this area

Michelin is pleased to announce the release of a new guide – the Michelin Guide Toyama Ishikawa (Kanazawa) 2016 – which features the best hotels, ryokans and restaurants in Toyama Prefecture and Ishikawa Prefecture. The guide, published in Japanese, will go on sale in bookshops in Japan on Friday 3rd June (dates of sale vary, depending on the region and bookshops).

The selection in digital format will be available from 15.30 today on Club MICHELIN, the membership-based official website of MICHELIN Guide published in Japan.

The MICHELIN Guide Toyama Ishikawa (Kanazawa) 2016 features 408 establishments, with 32 hotels, 86 ryokans and 290 restaurants. It includes:

- ❁❁❁ 1 restaurant (in Toyama)
- ❁❁ 10 restaurants (1 in Toyama; 9 in Ishikawa)
- ❁ 29 restaurants (8 in Toyama; 21 in Ishikawa) and 4 ryokans (Ishikawa)
- 🍷 53 restaurants (10 in Toyama; 43 in Ishikawa)

The Three-Star restaurant is **Yamazaki**, a Japanese restaurant in Toyama city. The MICHELIN Guide's Three Star award denotes establishments that exhibit "exceptional cuisine, worth a special journey!" and is held by only 100 or so restaurants worldwide.

The guide also includes 10 Two-Star restaurants and 33 One-Stars, of which 29 are restaurants and 4 ryokans. Even though some ryokans have received MICHELIN stars in other areas before, this is the first time that 4 ryokans have achieved this in the same area and means that Ishikawa has the most number of ryokans with MICHELIN Stars. In addition there are 53 Bib Gourmands and 197 other recommended restaurants in the guide.

The prefectures of Toyama and Ishikawa boast a rich bounty of high quality ingredients: various kinds of seafood caught in the Sea of Japan and Toyama Bay; fresh vegetables from Noto peninsula; and, from its countryside and farms, high-quality meats. In this guide you will find many restaurants serving dishes using this excellent local produce. You will also find many long-established restaurants and ryokans and a considerable number of traditional establishments.

As with other MICHELIN Guides around the world, this guide not only includes establishments with MICHELIN Stars and Bib Gourmands but also other recommended restaurants. A Bib Gourmand, denoted in the guide by the 🍷 symbol, recognizes those restaurants offering quality food at affordable prices and for this edition the limit is 3,500 JPY or less.

Bernard DELMAS, the chairman of Nihon Michelin Tire Co., Ltd, who is the Representative of Michelin Travel Partner for Asia-Pacific, announced:

"We are delighted to publish a new guide book for Toyama prefecture and Ishikawa prefecture, an area which attracts many tourists. By covering the whole area we are able to include some establishments in Suzu city at the edge of Noto peninsula and Noto island. In addition, a guesthouse in the historic village of Gokayama which is registered as a World Heritage Site also joins the list of accommodation (MICHELIN Green Guide Japan lists Gokayama as Three Stars ★★★). We think the selection is very rich and interesting. Michelin's corporate philosophy is one of 'moving forward together' and all Michelin products including tires, guide books and maps are made with this in mind. We also want to bring you the 'joy of mobility' as this guide will spread the word about the charms of Toyama and Ishikawa and encourage more people to visit this region."

Michael Ellis, International Director of MICHELIN Guides commented "Toyama Prefecture and Ishikawa Prefecture boast



wonderful produce and our inspectors have discovered a very diverse and interesting range of establishments which highlight the great traditional and gastronomic potential of this area. Washoku - traditional Japanese cuisines - represent more than 80% of all restaurants in this guide book and you'll also find a host of long-established restaurants and ryokans serves Japanese food."

About the MICHELIN guide

Thanks to the rigorous MICHELIN guide selection process that is applied independently and consistently across 26 countries, the MICHELIN guide has become an international benchmark in fine dining. The selections of all restaurants in the guide are made by Michelin's famously anonymous inspectors, who are trained to scrupulously apply the same time-tested methods used by Michelin inspectors for many decades throughout the world. This ensures a uniform, international standard of excellence. As a further guarantee of complete objectivity, Michelin inspectors pay all their bills in full, and only the quality of the cuisine is evaluated. To fully assess the quality of a restaurant, the inspectors apply five criteria defined by Michelin: product quality, preparation and flavors, the chef's personality as revealed through his or her cuisine, value for money, and consistency over time and across the entire menu. These objective criteria are respected by all MICHELIN guide inspectors, whether in Japan, Europe or the United States. They guarantee a consistent selection so that a Star restaurant has the same value regardless of whether it is located in Toyama, Hong Kong, Paris or New York.

Michelin has been a pioneering force in advancing mobility through innovation and excellence in manufacturing quality. The company patented the pneumatic, or air-filled, tire in the late 1800s. This was a milestone moment in mobility, permitting automobile owners to travel at great length in a single journey. Then, in an effort to prompt travelers to enjoy their newfound mobility, the company created guides and detailed maps to steer travelers on their way. The most famous publication that developed from this is the internationally recognized MICHELIN guide.

