

## Luxury Travel Blog | Travcoa

### What it takes to be a Michelin restaurant

#### A Guide to the Stars

The designation of a Michelin star is the opus magnum for any chef worth his or her sauce. However, this prestigious rating, awarded only to the world's finest restaurants, is actually the doing of a...tire company. Yes, fellow foodies, the same Michelin that doles out stars and creates celebrity chefs also sells all-season treads.



Image: The coveted Michelin Stars, awarded for the world's best cuisine, are actually the endeavor of a tire company; Galerie Estampe Moderne, flickr

The company got its start in cuisine critiques in 1900 when Michelin produced its first guidebook to encourage the quintessential French road trip. By 1926, it was secretly sending anonymous reviewers to the world's premier food destinations. Today, these reviewers are chameleon-like, able to appear like any ordinary customer. But behind the 'everyman' persona are passionate foodies with extensive culinary knowledge, a keen eye for detail and a great taste memory.

Based on their reviews, a panel comes together to decide who will and will not receive the coveted stars. It's a rare occasion when a restaurant receives one of the heavenly decorations as more restaurants than not don't receive any. The process is based solely on the reviewers' expert opinions.

Michelin awards 0-3 stars depending on the establishment's quality, mastery of technique, food personality and consistency:

**One Star** — Denotes a very good restaurant in its category that serves food of a consistently high quality.

**Two Stars** — These restaurants are worth a special visit since they offer excellent food that is skillfully prepared and of outstanding quality.

**Three Stars** — A rare establishment that is a destination in and of itself. These once-in-a-lifetime restaurants offer exceptional cuisine, unique flavors and superb ingredients.

Traveling abroad? Why not incorporate an exceptional food experience on your next trip. Travcoa offers luxury Escorted Journeys as well as Private and Custom travel to must-see destinations throughout the world. Its unique Dine-Around Program allows travelers to dine at any restaurant of their choosing -- including exclusive Michelin-starred venues -- and the cost is already included in the journey price, except for alcohol and caviar. To learn more about how the Dine-Around Program works, Travcoa's unique travel destinations, or to make reservations, call your travel agent or a Travcoa Journey Consultant at 1-800-992-2003, or email [info@travcoa.com](mailto:info@travcoa.com).

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