

# BMGM4001

## *International Gastronomy Management*

### *Introduction to Gastronomy*

# Week 4: Judging Food



# Previously discussed:

- Module information
- Assignment details
- Library Skills and Referencing
- History of Gastronomy

# Week 4: Content

- Michelin Stars
- AA Rosettes
- Gault & Millau
- Other awards
- Considering criteria for judging
- Mini draft of first assignment due soon



# THE MICHELIN GUIDE

# Where did Michelin Stars and the Michelin Guide come from?

- Brothers Andre and Edouard Michelin founded their tyre company in 1889 with a grand vision for France's automobile industry
- To boost car and tyre sales, they produced a small red guide with information for travellers
- For two decades, the guide was free until Andre Michelin saw it being used to prop up a workbench and decided to sell it for seven francs.
- The 1920s saw the first guide with a list of Paris hotels and restaurants and the abandonment of paid for advertisements in the guide



# Where did Michelin Stars and the Michelin Guide come from?

- Mystery diners or restaurant inspectors were recruited to visit and review restaurants anonymously.
- In 1926, the guide began to award stars to fine dining establishments, and in 1936, the criteria for the starred rankings were published
- The MICHELIN Guides became best-sellers in the 20th century and now rate over 40,000 establishments across three continents.
- The Michelin company's vocation is to make driving, tourism, and the search for unforgettable experiences available to all



# MICHELIN STAR

Coveted by many chefs but bestowed upon only to an excellent few.  
Getting a star (or three) could change the fate of a restaurant.



High quality  
cooking,  
worth a stop



Excellent cooking,  
worth a detour



Exceptional  
cuisine, worth a  
special journey

# London's Newest 3 Michelin Star Restaurant





# Group Discussion

- Why do you think the Michelin star rating system is so highly regarded in the culinary world?
- Do you think Michelin stars are the only way to determine the quality of a restaurant? Why or why not?
- How do you think Michelin stars impact the restaurant industry, both positively and negatively?
- Are there any other rating systems you are aware of that are used to rate restaurants? How do they compare to the Michelin star rating system?

# The MICHELIN Guide Introduces a New Distinction in the World of Wine

The MICHELIN Grapes:

For wine-lovers alike, 1, 2 and 3 Grapes become the new reference for selection of wine producers.

A rigorous and transparent methodology based on 5 precise criteria is used to ensure an independent and consistent selection.

Starting in 2026, the first regions to be showcased will be those in Burgundy and the Bordeaux area.

[\\*The MICHELIN Guide Introduces a New Distinction in the World of Wine](#)



# Criteria: Are They Important?

What are criteria?

Are they important?

If yes, why?

If no, why?

Are there any drawbacks?



# What Are Criteria For Judging Food?

Discuss...



# What Are Criteria For Judging A Restaurant?

Discuss...



# Great British Menu - Season 19 Episode 14 -Wales: Mains and Puddings



# AA

## Rosettes for culinary excellence



# AA Rosettes



- The Rosette scheme celebrates successful cooking at different levels across the UK
- Success or failure in achieving Rosettes is based on one or more visits by an AA inspector to a hotel or restaurant
- External influences from hotels, restaurants, or other guides are not considered.

# AA Rosettes

- The AA recommends not chasing awards, but rather focusing on serving your market first
- Simple guidelines are available for those aspiring to win a Rosette
- AA food tastings, enhanced food tastings, or AA Rosette Academies can provide insight and guidance, but they are separate from the awards process and do not influence assessments.

# What do the Rosettes mean?

- **1 AA Rosette:** These restaurants achieve standards that stand out in their local area. They serve food prepared with care, understanding and skill, using good quality ingredients. The same expectations apply to hotel restaurants, where guests can eat in with confidence and a sense of anticipation.
- **2 AA Rosettes:** Excellent restaurants that aim for and achieve higher standards and better consistency. A greater precision is apparent in the cooking, and there will be obvious attention to the selection of quality ingredients.

# What do the Rosettes mean?

- **3 AA Rosettes:** Outstanding restaurants that achieve standards that demand recognition well beyond their local area. The cooking is underpinned by the selection and sympathetic treatment of the highest quality ingredients. Timing, seasoning and the judgment of flavour combinations will consistently be excellent. These virtues tend to be supported by other elements, such as intuitive service and a well-chosen wine list.

# What do the Rosettes mean?

- **4 AA Rosettes:** Among the top restaurants in the UK, where the cooking demands national recognition. These restaurants exhibit intense ambition, a passion for excellence, superb technical skills, and remarkable consistency. They will combine appreciation of culinary traditions with a passionate desire for further exploration and improvement.

# What do the Rosettes mean?

**And finally:**

**5 AA Rosettes:** The pinnacle, where cooking compares with the best in the world. These restaurants have highly individual voices, exhibit breathtaking culinary skills, and set standards to which others aspire to, yet few achieve.

# AA Quality Standards (AA Stars)



# Michelin Keys



# AA Red Stars



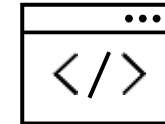
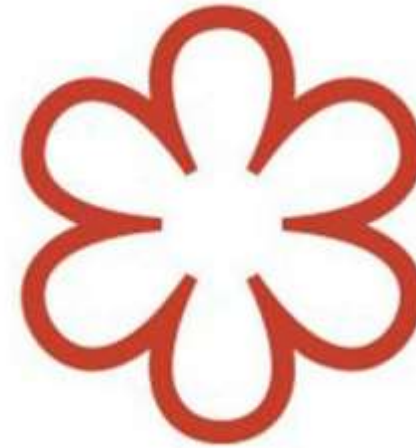
# Gault & Millau



# Which is Best?



VS.



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