

BMGM4001

International Gastronomy Management

Introduction to Gastronomy

Week 4: Guest Speaker and Judging Food



Previously discussed:

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

Week 4: Content

- Guest Speaker: Daniel Payne, BA (Hons)
- Michelin Stars
- AA Rosettes
- Gault & Millau
- Other awards
- Mini draft of first assignment due

Guest Speaker Introduction

Daniel Payne

- Lecturer at UWTSD
- Was Director of Operations at Retreats Group Ltd – Luxury Hotels (Pembrokeshire)
- Food & Beverage Department



TWR Y FELIN HOTEL
ROCH CASTLE HOTEL
PENRHIW HOTEL
Pembrokeshire, Wales

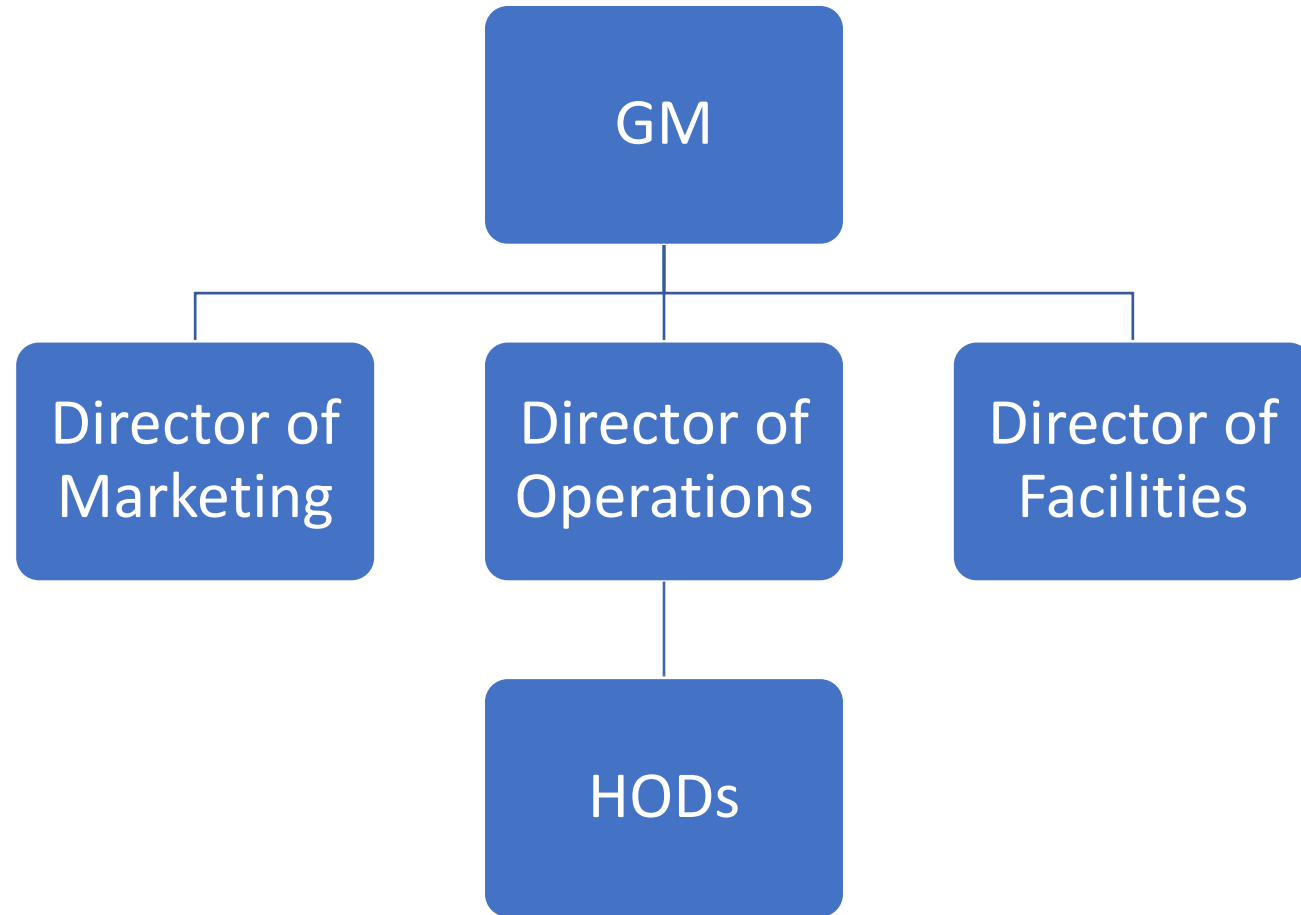


TWR Y FELIN HOTEL
ROCH CASTLE HOTEL
PENRHIW HOTEL
Pembrokeshire, Wales

HOSPITALITY
AND
TOURISM
MANAGEMENT



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David





THE MICHELIN GUIDE

GREAT BRITAIN & IRELAND

2024

#MICHELINGUIDEGBI23



#MICHELINSTARS23

HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



GREAT BIG STORY

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?

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 AAinspector 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)



Lets take a look at the quality guide

- <https://www.theaa.com/~media/the-aa/hotel-services/scheme-documents/hotels/aa-hotel-quality-standards-2018.pdf>

Twr y Felin Hotel – Blas Restaurant


blas
restaurant
Twr y Felin Hotel
St Davids, Pembrokeshire

DINNER
AFTERNOON TEA
LUNCH & BAR MENU
SUNDAY LUNCH
DRINKS
VOUCHERS
EVENTS
DINING CLUB
OFFERS
ART & HISTORY
CONTACT & LOCATION

 BOOK RESTAURANT

 +44 (0)1437 725 555

 DINE@BLASRESTAURANT.COM

 PREVIEW YOUR EXPERIENCE

Twr y Felin Hotel, St Davids
Pembrokeshire, Wales, UK
SA62 6QT
 [Directions](#)



welcome to blas

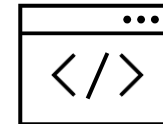
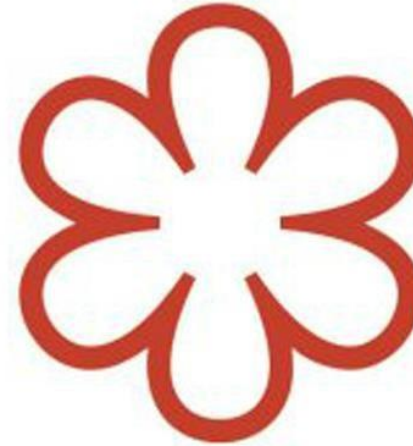
Meaning 'Taste' in Welsh, Blas Restaurant was born out of the vision for its home, Twr y Felin Hotel, St Davids. The dishes reflect the interior design, the food is creative, flavour filled, experimental; the presentation is 'art on a plate'. We look forward to welcoming you with our 'Croeso Cynnes Cymreig' - Warm Welsh Welcome.



Which is best?



VS.



Prestige and weight

Michelin's global reputation and rigorous selectivity (especially at 2 & 3 stars) often lend it greater prestige. AA is respected in the UK but possibly less universally recognised.

Transparency, consistency, and re-assessment

How frequently are inspections revisited? How strictly do they downgrade? The article suggests Michelin may review top-level restaurants more stringently, while AA may be more lenient in retaining awards.

Access & scope

AA covers a wide area of UK restaurants and has more “mid-level” recognition (1–3 rosettes). For many restaurants, AA is more attainable; Michelin's upper tiers are more exclusive.

Conflict of interest & commercial influence

AA's charging for inclusion introduces a potential conflict: if restaurants can pay to be assessed, that may compromise impartiality. The article posits this devalues AA awards, especially at lower levels.

Local relevance & credibility

In the UK context, AA may be more familiar and influential to domestic diners; Michelin is often seen as more international

Gault & Millau



- Founded in France in 1965 by journalists Henri Gault and Christian Millau, as an independent, modern alternative to the Michelin Guide.
- Originally positioned as a rebel voice - supporting nouvelle cuisine (lighter, creative, ingredient-driven dishes) versus Michelin's traditional *haute cuisine*.
- Its ethos emphasises innovation, seasonality, and personality of the chef rather than rigid formality.
- Uses a 20-point scale, but restaurants below 10 points are rarely included.
- Ratings focus primarily on food quality, creativity, and technical skill - service, ambience, and value are mentioned separately in commentary, not in the numeric score.



THE CHEF JUDGE

Restaurant Guides Compared : Michelin vs AA vs Gault&Millau

	Michelin Guide	AA Rosettes	Gault&Millau
Founded	1900 (France)	1955 (UK)	1965 (France)
Core focus	Culinary excellence & consistency	Food quality (UK-focused)	Chef creativity & innovation
Rating system	1–3 ★ Stars	1–5 🍷 Rosettes	1–20 pts
Main criterion	Food quality (service implicit)	Food quality + service complement	Food only; service separate
Inspection model	Anonymous, global inspectors	Inspection; paid participation since 2020	Independent; no payment
Style bias	Classical precision	Traditional UK fine dining	Modern, expressive, innovative
Reach	Global	UK & Ireland	Europe + 20+ countries
Symbol of prestige	Global luxury benchmark	National recognition	Chef innovation & creativity

REFERENCE LIST

AA Hotel and Hospitality Services (2025) *AA Rosettes Explained*. Available at <https://AA Rosettes explained | AA Hotel and Hospitality Services> (Accessed September 14, 2025).

Boussard, S (2021) *Food and Beverage Management in the Luxury Hotel Industry*. New York: Business Expert Press**

Davis, B., Lockwood, A., Alcott, P. & Pantelidis, S. (2018) *Food and Beverage Management: 6th edition*, Oxon. Routledge.

Gault & Millaut (2025) *Our History*. Available at <https://History - Gault & Millau International> (Accessed September 16, 2025).

Gemeda, H. K., & Lee, J. (2020). *Leadership styles, work engagement and outcomes among information and communications technology professionals: A cross-national study*. Heliyon, 6(4)

Leading Restaurants (2025) *Guide Overview*. Available at <https://Michelin Stars vs AA Rosettes; What's the difference?> (Accessed September 14, 2025)

REFERENCE LIST

AA Rated Trips (2025) *Star Ratings*. Available at [https://AA and VisitEngland quality star ratings | AA RatedTrips.com](https://AAandVisitEnglandqualitystarratings.com) (Accessed September 16, 2025).

Michelin Guide (2025) *About Us*. Available at [https://About Us](https://AboutUs) (Accessed September 14, 2025).

Michelin Guide (2022) *What is a Michelin Green Star and How Do You Earn One?* Available at [https://What is a Michelin Green Star and How Do You Earn One?](https://WhatIsaMichelinGreenStarandHowDoYouEarnOne?) (Accessed September 14, 2025).