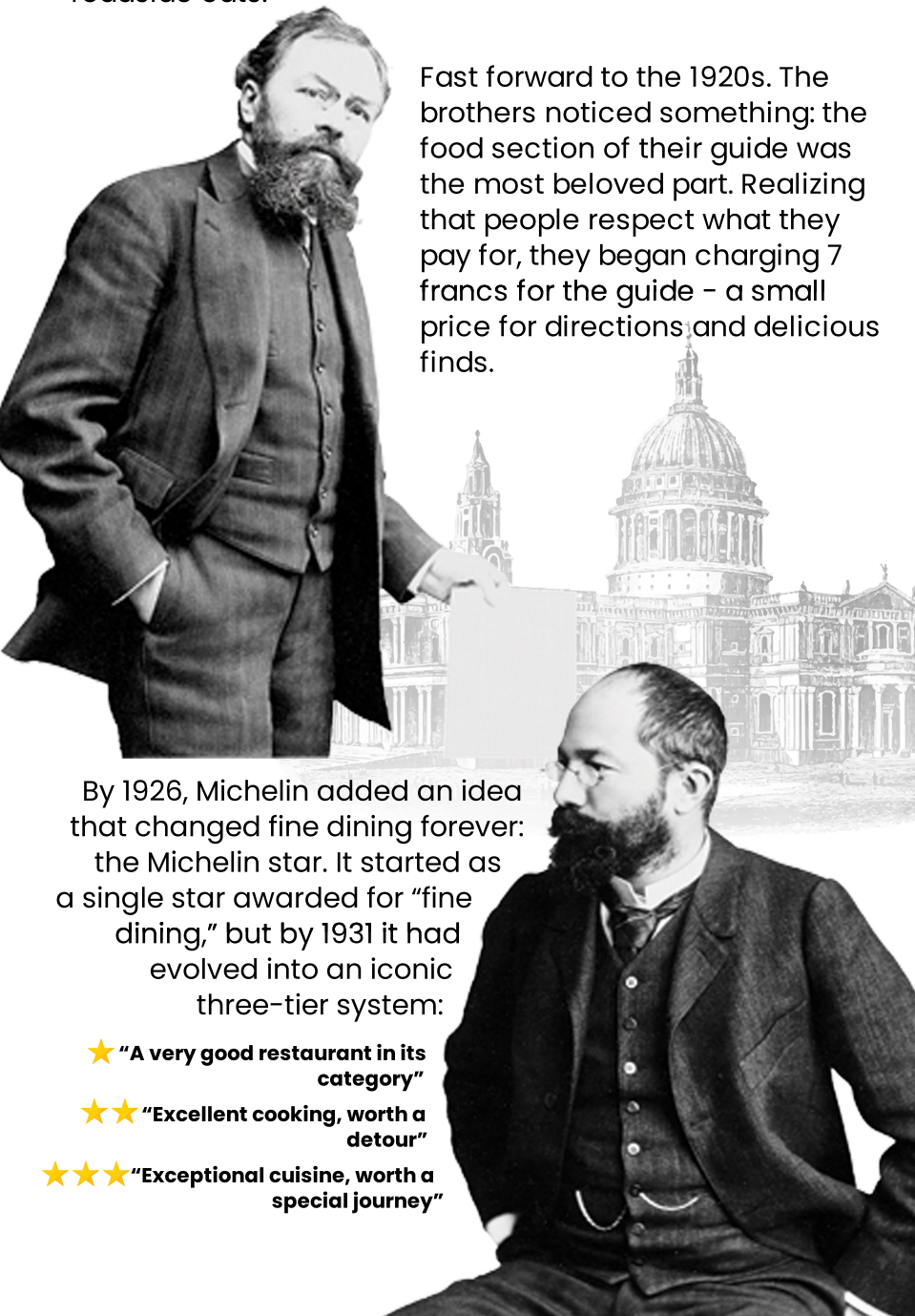


The Michelin Story: From Tires to Tastebuds



Imagine a world in 1889 with fewer than 3,000 cars in all of France. In this world, the Michelin brothers – André & Édouard – believed cars would become more common. They needed a way to help drivers explore more: more roads, more dining spots, and yes, more tires. So they launched something unthinkable – the first-ever Michelin Guide – a tiny red booklet filled with maps, travel tips, and roadside eats.

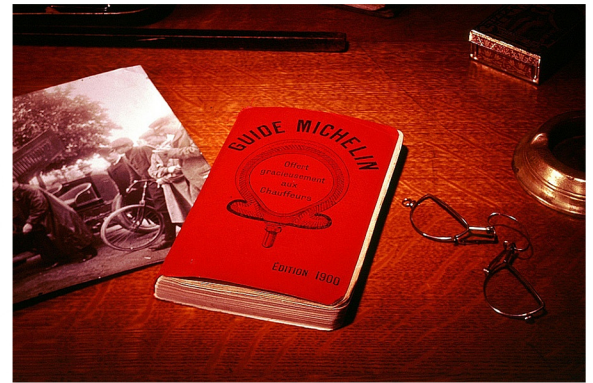


Fast forward to the 1920s. The brothers noticed something: the food section of their guide was the most beloved part. Realizing that people respect what they pay for, they began charging 7 francs for the guide – a small price for directions and delicious finds.

By 1926, Michelin added an idea that changed fine dining forever: the Michelin star. It started as a single star awarded for “fine dining,” but by 1931 it had evolved into an iconic three-tier system:

- ★ “A very good restaurant in its category”
- ★★ “Excellent cooking, worth a detour”
- ★★★ “Exceptional cuisine, worth a special journey”

That little red guide became a global fine-dining bible. Today, the guide covers tens of thousands of restaurants across continents, and over 30 million copies have found their way into eager hands. Michelin’s mission – to fuel travel, dining, and discovery – remains as relevant now as it was over a century ago.



Why It Matters for Us

Unexpected roots :

A restaurant rating system born from a tire guide? That’s genius-level branding and a reminder that innovation often starts in the most unexpected places.

Pushing for excellence :

Michelin stars didn’t exist until someone decided to reward culinary brilliance – a nudge to always do better, even when you think you’ve hit your peak.

Storytelling in hospitality :

Behind every Michelin-starred meal is a story – chefs, ingredients, creativity. That’s the kind of culinary narrative Spezia believes in too.

