

Michelin stars to be presented in Aarhus, Denmark

The prestigious international hallmark of gastronomic perfection, awarded to a bevy of restaurants throughout the Nordic region, will in early 2019 be held in the City of Aarhus in Central Denmark Region. A fitting location for the presentation of the 'Michelin Guide Nordic Countries 2019' it is the first time that the event is to be held outside a Nordic capital.

In February 2019, a stellar assembly of the Nordic countries' leading chefs and restaurant owners will be meeting in Denmark's dynamic cultural mecca of Aarhus. Here, the gastronomic artists of five countries and their territories will receive the coveted global recognition of their art, as they receive the Michelin stars with which to adorn their establishments.

"We are looking forward to celebrating the Nordic restaurants in Aarhus, a city that has rapidly developed into an economic, cultural and culinary Danish powerhouse. As a major international academic, cultural and business community, with its own busy port and marinas, it has embraced new ideas and traditions – something that has firmly permeated onto the gastronomy scene," says Director of International Development for Guide Michelin Gwendal Poullennec.

"The city's top restaurants are innovative, but are located side by side with simpler establishments that share an infectious enthusiasm for the choice, prime, raw materials that Denmark offers. It is precisely this mix of traditional cuisine such as the national smorgasbord, the New Nordic cuisine and inspiration from around the world that draws epicurists to Aarhus," Poullennec adds.

Due to take place on February 18, 2019 in the imposing Concert Hall Aarhus – where the world's leading opera, ballet and orchestral ensembles are regular features - some 500 guests will be witnessing the star-studded awards.

"We are very proud that Michelin has chosen to launch the Nordic Michelin Guide in Aarhus. Aarhus and Central Denmark Region have undergone significant gastronomic development in recent years, driven by world-class chefs and local producers. The event is an international recognition of the region's efforts," says Aarhus Mayor Jacob Bundsgaard, who is hosting the event along with VisitAarhus, Central Denmark Region, Business Region Aarhus and the Food Organisation of Denmark.

A university city that dates back to the 7th century, Aarhus has much to offer the discerning visitor. A lengthy list of historical sites such as The Old Town Museum, the peat-preserved Grauballe Man and Viking Museum look back into history, while a wealth of music both old and modern, bear testament to the city's conviction that there has to be something for everyone. Gastronomy is no exception, with a broad array of restaurants, wine bars and pubs catering for all tastes and purses.

In Michelin terms, 2015 saw Aarhus as the first city outside the Danish capital to have a restaurant awarded a Michelin star and see its visitor figures rise by 17%. In 2018 four restaurants have been awarded stars.

"Last year, Aarhus and Central Denmark Region were awarded the permanent title of European Region of Gastronomy, signalling the quality of products and innovation among our local producers. At the same time, the city was the European Capital of Culture. There is no doubt that we are Denmark's food production region and the Michelin event underlines the efforts that have been made," says President of Central Denmark Region Anders Kühnau.

About Michelin:

Michelin, the leading tire company, is dedicated to enhancing its clients' mobility sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tires in 2017. (www.michelin.com)

For CEO of VisitAarhus Peer H. Kristensen the 2019 event has added yet another jewel to the diamond necklace of events that the city has invited into its clean, green, healthy and travel-friendly fold.

“Our Michelin stars twinkle brightly on the map of the Nordic region. But we have no intention of just resting on our laurels. We continue to develop the city and region around us, in order to further anchor ourselves as a gastronomic must-see region,” Peer H. Kristensen concludes.

Caption: Aarhus makes history in 2019 as the first ever non-capital city to host the Nordic Michelin awards. Photo: Jonas Høholt .

For further information:

- Follow Michelin on Facebook and Instagram and get news about the guide www.facebook.com/Michelin and [@michelinguide](https://www.instagram.com/michelinguide), #michelinstar19 and #michelinguidenordic
- Follow Michelin’s inspectors on Twitter: <https://twitter.com/MichelinGuideUK>
- Go to <https://guide.michelin.com> for more info about the guide, stars and restaurants. The local press room will be updated as soon as the news release has been sent out on February 18, 2019.

Press contact at Michelin Nordic:

Lotta Wrangle, Mobile: +46 72 250 07 40, e-mail: lotta.wrangle@michelin.com

Or contact: Congress Executive at VisitAarhus, Allan Tambo Christiansen – e-mail at@visitaarhus.com



About Michelin:

Michelin, the leading tire company, is dedicated to enhancing its clients’ mobility sustainably; designing and distributing the most suitable tires, services and solutions for its clients’ needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tires in 2017. (www.michelin.com)

