

## Part 2

**Read the article on ‘Michelin Stars’ in the Insert Booklet, Part 2, Pages 4-5 and answer Questions 11 - 25.**

### From Tyres to Fine Dining

The Michelin guide is synonymous with fine dining and it's the famous Michelin stars, hugely desired by ambitious chefs and restaurateurs, that attract most attention. When your restaurant is awarded a Michelin Star, it is a sign that you've succeeded at the highest level as a chef. Two Stars mean your restaurant is excellent and Three Stars ensure that your restaurant is worth traveling to. And you'd be surprised to learn that the Michelin guide began with selling tyres in France. Yes, the Michelin guide is exactly of the same brand as that which sells tyres.

The French Michelin brothers *Ándre* and *Édouard* started the Michelin Guide in 1900. They inherited the rubber factory and later started a tyre company. At the turn of the 20<sup>th</sup> century, the demand to buy tyres was not huge as there were only around 2,000 cars in France. The two brothers decided to distribute 35,000 free copies of their inaugural Michelin guide to France in the hope that it would increase the demand for car tyres if people travelled more. That was the first time this ratings guide for hotels and restaurants was introduced to the world. The guide was aimed to take drivers to a Sunday picnic over long distances.

The early Michelin guides cataloged hotels, mechanics, and gasoline vendors throughout France. As the tyre company grew, so did their guide. They later launched country-specific editions throughout Europe. Such editions were so popular that the brothers removed advertisements from the guide and started charging for the booklets in 1920. It was definitely a right move as motorists continued to buy the guide to see where it was good to dine out. However, it was not until 1926 that the guide expanded to fine dining restaurants and the three-star system was introduced five years later.

In order to give out the stars, a team of inspectors were hired to visit and review restaurants in secret. One star signified “a very good restaurant in its category”. Two meant it was “worth a detour” and three was “worth a special journey.” This unique rating system has become a measure of how much the dining experience was worth travelling to. The Michelin Star awarding process happens once a year, and the final list of starred restaurants is announced in October for the following year. Restaurants can lose their Michelin star from one year to the next, and they can also be moved up from one to two or three.

The restaurants would not know when or by whom they would be examined. This anonymous way of inspection still remains until today. All inspectors of the guide have an extensive background in the culinary arts, and many are former chefs. They all must pass official Michelin Guide training in France. Unlike many food critics, they do not take notes while eating, and will often visit a restaurant multiple times unaccompanied before reaching a conclusion. “It's very important for an inspector to be deeply immersed with dining, food and research every day. Another key trait to success is to be observant and have the ability to remember small details along with discipline and good planning,” said one of the inspectors.

Receiving stars seems quite an achievement for chefs and it definitely brings more customers to the restaurant. However, many chefs refuse this star-rating accolade while some have even returned the stars due to the stress forced upon them. "I think more and more chefs are actually saying: 'Well hang on a minute, I can cook very nice food without being overstressed,'" says Emil Minev, culinary arts director at Le Cordon Bleu London. "When you have your three Michelin stars, you're basically fighting to keep the Michelin star. You cook for the three Michelin stars, you're not necessarily focused on your customer, because what matters is your Michelin star."

In customers' perspective, being able to reserve a seat in a star-rated restaurant may be considered a triumph because restaurants can be fully booked for many months in advance. However, some may find that fine dining can be intimidating to them due to the high prices, small portion sizes, fancy ingredients and confusing menus.

Good news is if you have limited budget but still wish to follow the Michelin guide, they also offer Bib Gourmand designated restaurants. These recommended restaurants are considered affordable yet exceptional establishments, often considered to be "hidden gems" in that city or location. Up to 2020, more than 130 restaurants in the United Kingdom have been in the Bib Gourmand distinctions list.

*adjusted from 'Who Invented the Michelin Restaurant Guide? The Full Story by Fine Dining Lover, 'How the Michelin Guide made a tire company the world's fine dining authority' by Richard Feloni, 'Invieterw with a MICHELIN Guide Inspector' by Colin Ho, and 'Why Michelin chefs are handing back their stars' by Francesca Street*

**Part 2**

Read the article on 'Michelin Stars' in the Insert Booklet, Part 2, Pages 4-5 and answer Questions 11 - 25.

**Questions 11 - 20**

Answer the following questions. For each question write no more than **THREE** words that must be taken from one point in the text. **DO NOT** write full sentences.

11 When mentioning the Michelin guide, what would people relate it to?

.....(1)

12 What was expected to increase in sales when the first Michelin guides were distributed ?

.....(1)

13 On what occasion did the first Michelin guide aim to encourage people to drive more ?

.....(1)

14 What was taken off from the Michelin guide booklet in 1920 ?

.....(1)

15 How do inspectors visit and review the restaurants?

.....(1)

16 How often does the star awarding process take place?

.....(1)

17 What was the occupation of some inspectors before they work for the Michelin guide?

.....(1)

18 What causes some chefs to give the stars back ?

.....(1)

19 With the three stars entitled, what can chefs lose their attention on ?

.....(1)

**20** Which guide list can people pursue for the good restaurants if they want to pay less?

.....(1)

**(Total for Questions 11 - 20 = 10 marks)**

### Questions 21 -25

**Indicate your answers to the questions below by marking a cross for the correct answer ☒. If you change your mind about an answer, put a line through the box-☒ and then indicate your new answer with a cross ☒.**

**21** André and Édouard Michelin... (1)

- A** started their first business by selling tyres in Europe.
- B** hesitated to launch the Michelin guide.
- C** loved travelling long distances to restaurants.
- D** succeeded the business from their family.

**22** What is true about the early Michelin guides? (1)

- A** They did not include fine dining restaurants.
- B** There were no advertisements.
- C** They were distributed for free across Europe.
- D** They added the star rating system.

**23** What happens after the inspectors have reviewed the restaurants? (1)

- A** They do not have to visit the restaurants again.
- B** The starred restaurant are published later for the following year.
- C** They would reveal who they are.
- D** The restaurants will receive a report from the inspectors.

**24** According to the passage, a good inspector is recommended to... (1)

- A** be trained in secret.
- B** visit restaurants with someone.
- C** be a good observer and passionate about food.
- D** remember small details and note them down carefully.

**25** According to the passage, which statement is true? (1)

- A** Some people find it uncomfortable to dine in an expensive restaurant.
- B** Restaurants in Bib Gourmand list can be hidden from sight.
- C** Many starred restaurants can be walked in without reservation.
- D** People find that the menus in Michelin starred restaurants are simple.

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**(Total for Questions 21 - 25 = 5 marks)**

**TOTAL FOR PART 2 = 15 MARKS**