

Industry Weekly Digest

School of Hospitality & Tourism Management



Michelin Green Stars

The food service sector makes a noticeable contribution to **global environmental** impacts. These occur directly, such as **solid waste generation**, but also indirectly, through the **carbon and water footprint embodied in the sector's extensive food supply chain**.

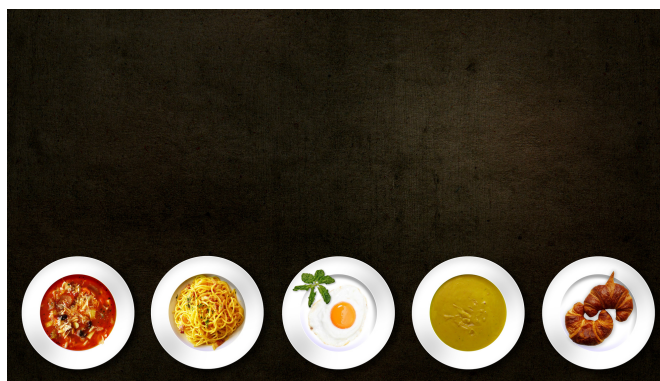
In this digest, Viachaslau Filimonau explores how even at the luxury end of the market, operators are being recognised for their commitments to tackle these impacts.

Have a great weekend!

Recognising Environmental and Ethical Standards in Upscale Restaurants

Viachaslau Filimonau

Many food service providers have started recognizing the environmental externalities of their operations and developed measures to reduce their occurrence. This is partially driven by the need for food service providers to comply with environmental regulations where they operate. This is also attributed to their willingness to respond to the gradual changes in consumer attitudes whereby increasing numbers of customers expect to be served with the food which is not only fresh, tasty and nutritious, but also environmentally friendly.



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In the first year, 23 UK restaurants were awarded a Michelin Green Star: 18 in England, 1 in Scotland, 1 in Wales and 3 in the Republic of Ireland.

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As an example of environmental sustainability within the food service sector, in 2020, the Michelin guide incorporated a new category into its awards: the Green Star. The unique feature of this award is its focus on the luxury segment of the market. Luxury is sometimes deemed incompatible with environmental sustainability and the Michelin Green Star has set to prove this viewpoint wrong. Further, luxury food service providers are often considered the role models suggesting their pro-environmental commitments and actions are likely to be copied by the rest of the sector. The Michelin Green Star builds on the success of the ‘traditional’ Michelin awards which aim to showcase upscale restaurants excelling in food and service provision. The Michelin Green Star highlights restaurants at the forefront of the industry in terms of ethical and environmental standards which have chosen to support farmers, serve local food, avoid waste, and reduce plastic pollution, among other commitments and measures. By adding the Green Star to its portfolio, the Michelin Guide hope to showcase the sector’s leaders in environmental sustainability and set examples for the rest of the sector to follow.

The Michelin Guide developers hope that more restaurants will follow the suit and consider applying for the Green Star award in the future.

Examples of these restaurants are the Angela's, Margate, which has long advocated the principles of responsible food procurement and service and the Tredwells, London (soon to be replaced with Apricity), whose former chef/owner, Chantelle Nicholson, is renowned for her long-established focus on the social and environmental sustainability.