

TRAVEL AND HOSPITALITY

Four Seasons, targeting affluent foodies, aims for the Michelin stars

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Chefs at the Four Seasons Hotel George V, Paris. Courtesy of Four Seasons

By DIANNA DILWORTH

In a nod to the thirst for experiences, Four Seasons Hotels and Restaurants is on a quest to accumulate more of the ultimate accolade in dining: Michelin stars.

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The Toronto-based hospitality group is refining its offerings by hiring sought-after chefs and influential mixologists. Small wonder then that in this year's Michelin Guide France, Four Seasons was ranked as one of the most Michelin-starred hotel chains, count 29 stars at 20 restaurants worldwide.

"When guests come to the property, they often are looking for the top restaurants in the location, on the island or in the city," said Milton Pedraza, CEO of the [Luxury Institute](#), New York.

"The Four Seasons is making it easier for guests to take the elevator, go downstairs to one of the best restaurants in the world," he said. "It's win-win, because the guests are happy, the property makes money."

From a consumer's point of view, a five-star hotel that comes with a Michelin-starred restaurant could help make the booking.

"If I am going to select a hotel that has the best restaurant in the city, then I am killing two birds with one stone," Mr. Pedraza said. "If the hotel has a Michelin-star restaurant on site, then I don't even have to leave."

"People are such foodies these days, especially the affluent," he said. "It delights the guest and it leads to loyalty."

Dine might

From Beijing to London, [Four Seasons](#) hotels earned top marks for restaurants singled out as culinary destinations.

The Four Seasons Hotel George V, Paris, was recognized by the guide as a top gourmet destination in the world. The restaurant earned five Michelin stars for each of its three restaurants, which are led by executive chef Christian Le Squer.

Twenty-year veteran Eric Beaumard, director of Le Cinq, earned a special Michelin Sommelier Award, and chef Simone Zanoni was named in the sustainable gastronomy category for green cuisine offerings at Le George.



Le Cinq in Paris. Image credit: Four Seasons

Michael Bartocetti maintained his stars for dessert, and L'Orangerie's chef Alan Taudon retained his star.

Grand-Htel du Cap-Ferrat, A Four Seasons hotel on the French Riviera, and Megve in the French Alps also earned top marks.

Four Seasons Hotel Hong Kong is home to the first Michelin-starred Cantonese restaurant in the world, and now, the hotel has the most Michelin stars in one hotel.

Additionally, Four Seasons Hotel Beijing's Italian restaurant Mio and Cantonese restaurant Cai Yi Xuan earned high marks on the list, which started covering Beijing in 2019.

Four Seasons Hotel Shanghai, and Four Seasons Hotel Pudong, Shanghai also earned special recommendations.

Wolfgang Puck's Cut at the Beverly Wilshire also earned a ranking.

"Exceptional dining continues to be at the heart of Four Seasons," said Christian Clerc, president of global operations at Four Seasons.

"More than ever, global travelers and locals are searching for one-of-a-kind culinary experiences, and our incredible chefs, mixologists and sommeliers are meeting this desire head on with unmatched creativity and passion, redefining the restaurant and bar offering at Four Seasons worldwide."

#FSMasterdish

Four Seasons recently introduced [#FSMasterdish](#), a hashtag that highlights behind-the-scenes shots from its leading kitchens.

Chefs appear shopping at local farmer's markets and stylized photos of popular dishes and cocktails are featured in the thread.

These appetizing food shots appeal to foodies near and far and help amplify the conversation online about what is on the menu, appealing to diners both local and in-town.



Four Seasons #FSMasterdish. Image credit: Four Seasons

"One objective is to get people from the local area to frequent the restaurants and the resorts," Mr. Pedraza said. "The hotels often have retail and other amenities. It is a magnet to make the resort an experience for guests and locals alike.

"Restaurants and retail used to be a commodity in top hotels, but now they are critical to a guest when they are

selecting the location," he said. "It is about making the guest feel special and making them have the best experience ever."

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