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FOR IMMEDIATE RELEASE

SLO CAL CELEBRATES IMPRESSIVE ARRAY OF MICHELIN RECOGNIZED RESTAURANTS IN THE REGION

Visit SLO CAL celebrates seven standout dining experiences in the region for maintaining the highest distinctions in the culinary scene: Michelin Stars and a mention in the Michelin Guide

Two SLO CAL restaurants maintain Michelin One-Star awards, the Restaurant at JUSTIN and Six Test Kitchen, the Restaurant at JUSTIN maintains a Michelin Green Star for sustainability

San Luis Obispo County, California, August 6, 2024 – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL), is thrilled to recognize the SLO CAL region’s newest additions to the prestigious Michelin Guide. Originating as a travel guide promoting global tourism in the early 1900s, the Michelin Guide has evolved into the ultimate authority on restaurant excellence. Michelin Stars are coveted accolades, reserved for a select few worldwide, recognizing exceptional culinary experiences. A Michelin mention signifies outstanding food quality, a nod to excellence on the brink of star-worthy distinction.

- The famous one, two and three Michelin Stars identify establishments serving exceptional cuisine that’s rich in flavor, remarkably executed and infused with the personality of a talented chef
- The [Bib Gourmand](#) is a designation given to select restaurants that offer good quality food for a good value – often known as personal favorites among the inspectors when dining on their own time
- The [Michelin Green Star](#) honors restaurants that are pioneers in sustainable gastronomy
- Recommended restaurants and special professional awards are also highlighted by the Michelin Guide inspectors

“We are thrilled to celebrate the remarkable achievement of our local restaurants being recognized with Michelin Stars and mention in the Michelin Guide, a testament to the culinary excellence thriving in SLO CAL,” said Cathy Cartier, President and CEO of Visit SLO CAL. “This recognition highlights our region’s commitment to supporting our talented chefs and restaurateurs, who continually elevate the dining experience across our diverse communities. Together, we are putting SLO CAL on the map as a premier destination for extraordinary culinary adventures.”



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Two SLO CAL restaurants have maintained Michelin One-Star and Green Star Awards and five have maintained Michelin mention which includes:

SLO CAL's Michelin One Star and Green Star Awards by Community

Paso Robles

[The Restaurant at JUSTIN](#)

One Michelin Star and One Green Star

From the Guide: "Make your way through winding roads to find this lush retreat nestled within the Justin Winery. This restaurant champions local product sourced nearby and from the property's own 150-tree orchard, edible flower fields, vegetable and herb gardens and apiary. Chef Rachel Haggstrom and her team flex their creativity across a single tasting menu. 95% of the menu's ingredients are sourced locally, be that from the 26-acres Estate garden which includes a 150-tree orchard, edible flower fields, vegetables, herbs and an apiary; or the community of Central Coast purveyors. "

[Six Test Kitchen](#)

One Michelin Star

From the Guide: "Hidden away in industrial Tin City, Chef Ricky Odbert has, for many years now, quietly and confidently cooked like few others in the region. Dry-aged fish and meats, seasonal produce, and delicious sauces come together in a breezy space with soaring ceilings, charcoal-tinted walls, metal edges and a stunning wood counter that wraps around the kitchen. It's a fitting stage for food that eats as beautifully as it looks. A highly selective wine list brings small producers under the spotlight."

Michelin Guide Mention by Community

[Arroyo Grande](#)

[Ember](#)

[Paso Robles](#)

[Hatch Rotisserie & Bar](#)

[Les Petites Canailles](#)

[City of San Luis Obispo](#)

[Nate's on Marsh](#)

[Ox + Anchor](#)

Visit SLO CAL is proud to support the Michelin Guide initiative led by Visit California to highlight SLO CAL Michelin recognized restaurants. A vibrant culinary scene is vital to tourism in San Luis Obispo County, as it attracts food enthusiasts from around the world, boosting visitor numbers and the local economy. These prestigious accolades enhance the area's reputation, drawing both tourists and locals to explore a diverse array of dining options that showcase SLO



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CAL's rich agricultural heritage and creative spirit. The international recognition fosters pride and innovation among local chefs and restaurateurs, creating a culinary culture that enriches the experience for everyone and establishes the county as a premier destination.

In 2023, tourism in SLO CAL generated a significant \$60.1 million in transient occupancy tax revenue. Tourism in SLO CAL puts 22,830 residents to work each day, marking a 2% year over year (YOY) increase and encompasses various sectors including lodging, food service, arts, entertainment, recreation, ground transportation, wineries, breweries, distilleries and more. Additionally, tourism also contributed \$110 million in local tax revenue. Without the tax revenue generated by tourism, each local household would need to pay an additional \$21,415 to create the same economic benefit for the community. Furthermore, each household would need to spend an additional \$1,914 in taxes to create the same economic impact for local businesses.

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ABOUT VISIT SLO CAL:

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Visit SLO CAL is responsible for promoting SLO CAL as an attractive travel destination and enhancing the public image as a dynamic place to live and work. Through the impact of travel, Visit SLO CAL strengthens the economic position and provides opportunity for all people in the community. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, go to slocal.com.

ABOUT SLO CAL:

South of the Bay and north of LA, SLO CAL is conveniently located midway between San Francisco and Los Angeles. It features more than 100 miles of breathtaking coastline and expansive vineyards covering over 40,000 acres. The area's scenic open roads are beyond compare and its stretch of Highway 1 is an unforgettable journey through some of California's most captivating coastal landscapes. For more information, go to slocal.com.

ABOUT THE MICHELIN GUIDE:

The Michelin Guide is the international benchmark in fine dining. The selections of all restaurants in the guide are made by Michelin's anonymous inspectors, which ensures a uniform, international standard of excellence. To fully assess the quality of a restaurant, the inspectors apply five criteria defined by Michelin: product quality; mastery of cooking techniques; harmony of flavors; the chef's personality reflected in his/her/their cuisine; and consistency over time and across the entire menu. These criteria guarantee a consistent selection so that a star restaurant has the same value regardless of whether it is in Paris, Rome or SLO CAL. For more information about the Michelin Guide, go to the Michelin Guide website [HERE](#).



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