



CYPRUS ADVERTISING
REGULATION ORGANIZATION

A-076

DECISION

FIRST INSTANCE JURY

Complaint by	Consumer
Advertiser	Cap St Georges Hotel & Resort
Issue / Complaint	“Cap St George Hotel are advertising Michelin starred chefs but there is no such thing. Its false information to us consumers. 2 star Michelin chefs do not exist, only a restaurant can be awarded a Michelin star.”
Decision issued	Wednesday 5 October 2022

Advertiser’s Response:

(Please note that the response has been translated by us in English.)

«From time to time our hotel hosts famous Chefs who are mostly Head Chefs of Michelin Star awarded restaurants from various foreign countries.

We have never mentioned or characterized our hotel restaurant as having been awarded a Michelin Star and we have never intended and do not believe that we have misled any consumers in any way.

It is known that when a restaurant is chosen to be awarded a Michelin Star, the Head Chef of the restaurant in question receives it at the awards ceremony.

If in your opinion we should modify this advertisement in any way, please let us know.”.

Jury Assessment:

1. The First Instance Jury reviewed the complaint and the information provided by the hotel itself.
2. It also took the liberty to peruse information freely available online regarding the method and process of awarding Michelin stars to restaurants.
3. It is accurate to say that Michelin stars are awarded to restaurants. However, considering the criteria for awarding Michelin stars -namely, quality of the ingredients, the harmony of flavours, the mastery of techniques, the personality of the chef as expressed in their cuisine and, just as importantly, consistency



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both over time and across the entire menu-, it is evident that most, if not all, of the above, are centered around the chef.

4. Moreover, perusing news editorial online, the Jury understands that it is common practice to refer to chefs themselves by taking into account their Michelin stars. A practice that even the Michelin guide acknowledges when answering the question "**Can a chef give back a Michelin Star?**"

Answer: "If a chef, for whatever reason, doesn't want his or her cooking highlighted then we simply won't re-award the Star the following year. If their restaurant is closing then it's a specious argument – it's like a theatre 'giving back' a newspaper review when the play's run has ended."

5. Finally, we believe that information about Michelin star chefs and restaurants appeals to consumers who are informed and appreciate the premium quality of the award, especially since it usually comes at a premium price.
6. Reviewing the specific ad complained of: Reference is made to a chef who will be at the hotel for a limited amount of time to deliver their fine cooking. There is no misconception as to what the chef is delivering and when. To that end, we believe the reference to the chef in the advertisement is not misleading.