

Content Production.
Web & Mobile Design.
Livestream Event.
Social Media Campaign.

MICHELIN

The MICHELIN Guide Virtual Family Meal

CHALLENGE

The Michelin Guide awards coveted Michelin stars to restaurants for excellence. This year, with over 40 percent of America's restaurants shuttered by the global pandemic, a more thoughtful, relevant approach was required.

SOLUTION

Forego awarding 2020 Michelin stars, instead celebrate the industry leaders who stepped up for their communities and brought awareness and support to the restaurant industry.

Tune in October 27th for The MICHELIN Guide California Virtual Family Meal. [ADD TO CALENDAR](#)

MICHELIN GUIDE
FAMILY MEAL
CALIFORNIA

WAYS TO CONTRIBUTE SWEEPSTAKES [MAKE MY RESERVATION](#)

OCT 27, 2020 #MICHELINGUIDECA 4:00PM PT / 7:00 PM ET

Reserve your seat at the table alongside the industry's most influential leaders

18 DAYS	10 HOURS	05 MINUTES	12 SECONDS
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[MAKE MY RESERVATION](#)

YOU'RE INVITED

Join us for a virtual gathering featuring chefs from California and around the world, cooking demos, roundtable discussions, sustainability spotlights, inspector discoveries, and compelling stories of support, togetherness, innovation, and the future of the industry at large.

10
27

POWERED BY [YouTube](#) [SUBSCRIBE](#)

TOTAL IMPRESSIONS

3.1M

CONSUMER AUDIENCE

85K

MICHELIN GUIDE

Featuring Michael Pollan, Samin Nosrat and Jon Favreau

NEIL YOUNG
Musician & Co-Founder of Farm Aid Concert Series

BAPTISTE LOISEAU
Remy Martin Cellar Master

The MICHELIN Guide Virtual Family Meal

The Michelin Guide Virtual 'Family Meal' provided Michelin's global chef network with a platform to come together and address some of the most pressing and consequential issues facing their industry today.

Hosted by Tyson Beckford, the 1-hour virtual consumer experience invited press, restaurateurs and food lovers from around the world to grab a seat at the virtual table for an evening of cooking and conversation to highlight support, sustainability, innovation and the future of the industry at large.

MICHELIN WAYS TO CONTRIBUTE SWEEPSTAKES PANTRY DONATE

CALIFORNIA FAMILY MEAL (LIVE)

Family Meal, The Michelin Guide CA — LIVE

FAMILY MEAL
CALIFORNIA

COMMUNITY SUPPORT
KEEPING CALIFORNIA NOURISHED THROUGH COVID-19

All proceeds from the Virtual Family Meal will be donated to California Food Bank Association.

[DONATE NOW](#)

[LEARN MORE](#)

SUPPORT THE STARS SWEEPSTAKES

Win a Trip to the 2021 MICHELIN Guide California Star Revelation

[ENTER TO WIN](#)

THE GIVING PANTRY

Shop exclusive gifts and experiences, with all proceeds going to California Association of Food Banks

[EXPLORE THE PANTRY](#)

EXPERIENCE

EXCLUSIVE DINING EXPERIENCE AT QUINCE ON THE FARM [\\$2000 DONATION](#)

EXPERIENCE

EXCLUSIVE DINING EXPERIENCE AT THE FRENCH LAUNDRY [\\$4000 DONATION](#)

EXPERIENCE

EXCLUSIVE F/ AT ATEL [\\$1500](#)

GLOBALLY-CELEBRATED CHEFS



Massimo Bottura



Curtis Stone



Gordon Ramsay



Thomas Keller



Dominique Crenn



Éric Ripert

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As part of the experience, consumers could give a monetary donation through the Giving Pantry and Sweepstakes. The Giving Pantry was a charitable shop with a selection of items for purchase, ranging from exclusive experiences at Michelin-rated restaurants to bespoke products provided by partners, chefs, and Michelin.

