

## Mighty Michelin has finally spotted one of Europe's tiniest countries

One of Europe's smallest member states is included in the Red Food Bible for the first time.



Small Alpine Slovenia has for several years marked itself as an exciting food country. A proud gastronomic tradition is being revitalized these years by a number of remarkable chef talents, and not least the self-taught chef Ana Roš, who in 2018 was named the world's best female cook for her merits at the Hiša Franko restaurant, has drawn many headlines. A few days ago Roš was furthermore designated as an official ambassador for gastronomy tourism by United Nations World Tourism Organisation (UNWTO). Also the famous red food Bible Michelin has opened its eyes to Slovenia, and next year one of the EU's smallest member countries will be represented in the guide for the first time.

Who will be rewarded with stars and other awards is still unknown, but Ana Roš and Hiša Franko will most likely be among the favorites. In 2019, the restaurant was highlighted as one of the world's best by the leading Restaurant Magazine, which has several times voted Danish Restaurant Noma the number one in the world. However, there are a number of other very strong gastronomic aces in Slovenia. A restaurant that has also been featured on Restaurant Magazine's prestigious list of the world's best is JB in the capital Ljubljana. The restaurant is named after owner and chef de cuisine Janez Bratovž, whose food is inspired by traditional Slovenian dishes combined with classic French cooking.

Several other chefs, like Ana Roš, have contributed to draw attention to gastronomic creativity in the Slovenian countryside. In the Vipava Valley in the south of the country, chef Tomaž Kavčič with Pri Lojzetu has established his reputation as one of Slovenia's best restaurants, in Radovljica Uroša Štefelina brings old Slovenian dishes from the Gorenjska region to honor and glory, and Andrej Kuhar, the only Slovenian chef who so far has been awarded a Michelin star has chosen to settle in the small town of Velenje.

Romain Perrier, Michelin's Sales and Marketing Director, motivates the decision to include Slovenia in the guide as follows:

"Slovenia is an extremely exciting destination for foodies, and we are delighted to present the best Slovenian restaurants and talents to the global public in March 2020. Slovenia is a unique destination with exceptional natural assets and a strong sustainable commitment that enables the production of the highest quality ingredients. Talented Slovenian chefs transform these into unique culinary creations that, through the Michelin Guide reviewers' eyes, position Slovenia as a "must-visit" destination".

### Part of long-term strategy

It is not only the Slovenian chefs who work hard. Behind the scenes, the Ministry of Technology and Economic Development, together with the Tourist Board of Slovenia, has for a number of years tried to market and position Slovenia as a gastronomic destination, and it is yielding positive results. Recently, Slovenia was designated as the European gastronomic region in 2021, and with the arrival of the Michelin Guide the opportunity to make Slovenia more visible as a gastronomic destination and to raise the quality of Slovenian gastronomy increases.

“The timing is just perfect. Gastronomy is one of the key products in Slovenia's strategy for sustainable growth in tourism,” explains Eva Štravs Podlogar on behalf of the Ministry of Technology and Economic Development.

She is backed by Maja Pak, Director of the Slovenian Tourist Board:

"I am extremely pleased that Slovenia has been recognized as a top gastronomic destination by the globally acclaimed Michelin guide," Maja Pak says and continues:

“Michelin stars will serve as an additional motivation for the foremost Slovenian chefs and support our ambition of Slovenia as a destination with exclusive experiences for discerning guests.”

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#### ADDITIONAL INFORMATION

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##### About Slovenia:

*Slovenia was formed in 1991, the fourth smallest country in the EU, but the Alpine country has a long and eventful history thanks to its location in the heart of Europe, known as the small green country with an incredibly beautiful and versatile nature, beautifully positioned between mountains and the Adriatic Sea. Slovenia is a hidden gem that must and must be experienced! The land is adorned by many old castles, vineyards, steep hillsides in nature parks and cobblestone caves. In addition, Slovenia has a traditional food and wine culture. Every year, a host of festivals are held focusing on, for example, local wine, food and activities, in addition the country offers 24 gastronomic regions and 14 wine districts as well as a wide range*

*of health resorts, spa stays, hiking and skiing facilities. The population is very welcoming and here the guests get an authentic experience. Slovenia is not least known for the capital Ljubljana - the city center closed to traffic, filled with cafes, restaurants and romantic green districts, the riverfront lounge and the famous Triple Bridge. The short distance from Denmark and the reasonable price level have made Slovenia a safe and popular destination for family holidays, short breaks, camping or active holidays - all year round.*

<https://www.slovenia.info/>