



**PRESS RELEASE**  
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## **THE FIRST REGIONAL MICHELIN FRANCE STAR AWARDS CEREMONY WILL BE HELD IN COGNAC ON MARCH 22, 2022**

***The first-ever MICHELIN Guide France Stars Ceremony to be held outside Paris will be presented on March 22 at the L'Avant-Scène theater in Cognac. The actors of the Charente region and Cognac have joined forces to give the best possible welcome to all the invited gastronomy professionals. Their objective: to help visitors discover or rediscover a unique terroir, tourist destination, spirit and gastronomy, by offering a program of unique and memorable experiences under the collective banner of Explore Cognac.***

The MICHELIN Guide France has chosen Cognac to present its very first regional Star Ceremony. The bountiful Charentes region, in the heart of the Nouvelle-Aquitaine region, is delighted to welcome the greatest talents in French gastronomy on March 22. For this occasion, Cognac and the Charente region have joined forces to give them the warmest of welcomes, preparing memorable and unique experiences based on the region's many and varied expertise. The Nouvelle-Aquitaine region, the Charente and Charente-Maritime departments, the Grand Cognac conurbation, Charentes Tourisme, the Cognac town hall and the Cognac appellation, represented by the BNIC and a number of Cognac houses, have been pooling their expertise to work with the MICHELIN Guide team over the past few months on a three-day hospitality program at the heart of the region and the Cognac appellation. A territorial collective has been in place since 2020, through various technical committees with a common priority: to make this collective highlight a memorable moment.

This ceremony and the entire program will be an opportunity for chefs and all guests to experience great emotions, with one watchword: excellence. Lovers of fine dining will discover the new selection of the MICHELIN Guide France 2022, which honours all of today's gastronomic professions. It's also an opportunity to celebrate the passionate men and women who are committed to promoting a particularly rich gastronomic heritage (winegrowing, trading, cooperage, truffle growing, maturing, oyster farming, fish farming...).

Cognac is both a spirit and a whole territory to explore. The Explore Cognac tourism program, supported by a community of players committed to promoting their region, their know-how and their appellation, offers visitors in France and abroad the chance to discover the region through tailor-made experiences for all visitors, who will become ambassadors for the Charentes region and the Cognac appellation.

For more informations: [Explore the Cognac region](#) and [Explore Cognac](#)



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