

Seeing Stars and What They Mean: Michelin Magic



By Rozanne Gold

The Michelin Guide to restaurants has been around for more than 100 years and claims more gravitas, by sheer longevity, than most other dining guides. Recognition bestowed by this particular institution, known as the Red Guide, can make or break a restaurant — “especially in France,” said Rita Jammet, one of New York’s celebrated foodies, at the New York awards celebration last night. Gaining a star, or two, can boost a restaurant’s customer base and launch a chef onto the world scene; losing a star can result in profound loss of esteem and business.

But here in New York, the stakes are not quite so high and there is American-style diversity scattered amongst the stars. Although the Michelin ratings still emphasize formality and presentation once indicated by the commandments of French dining, there are some newcomers on the scene. Jaipur-born chef Hemant Mathur was delighted that his restaurant Tulsi retained its one-star status from last year and continues his tradition of being the first Indian chef to receive any stars in New York during his tenure at Devi. He was also proud enough of his heritage to point out that there are two other Indian restaurants in New York deserving of Michelin stars: Junoon and Tamarind Tribeca. Chef Mathur said that Tulsi’s star has brought more than a 25 percent increase in business and attention from diners the world over.