

## **PRICELESS CITIES BEST NEW BISTRO - FAQs**

### **1. What is a Bistro today?**

Hist. “Cheap and cheerful” establishments where you could have an informal drink or meal, or more generally a place to enjoy a pleasurable moment. Today, the term “bistro” refers to a lively restaurant with no limits, no fuss, offering plates full of free culinary expression, a laidback and even festive atmosphere, easygoing staff and competitive prices. Practically speaking, bistros are unconventional, colorful and spontaneous spots where the hottest emerging chefs, sommeliers, mixologists and food entrepreneurs have “free range” ;- ) to truly express their talent.

### **2. What is Priceless Cities Best New Bistro?**

Priceless Cities Best New Bistro is a new international awards program, curated by Le Fooding and powered by Mastercard. For its first year (2019), Priceless Cities Best New Bistro is launching simultaneously in four Priceless Cities: London, Mexico City, New York and Paris. And that’s just the beginning! The program will give awards to four Best New Bistros (one per city), which will be announced simultaneously and followed by four award ceremony dinners held in London, Mexico City, New York and Paris. The events will be accessible through the Mastercard Priceless Cities program on [priceless.com](http://priceless.com)

### **3. What makes the new international Priceless Cities Best New Bistro award unique?**

First of all, it’s important to note that the majority of restaurant rankings and awards rumble around in a vacuum, while almost always moving the same pawns around the board. Consequently, they overlook the best, edgiest and most promising restaurants of the year. Secondly, the greatest proof that the “world’s best restaurant” cannot possibly exist is that these competing awards don’t profile the same “best restaurants” in their selections... Thirdly, it is entirely unreasonable to compare incomparable establishments that do not have access to the same possibilities, the same products, that don’t incur the same costs, don’t reach the same clientele and don’t meet the same set of expectations. In our opinion, these rankings completely ignore the idea of individual distinctiveness, which has been the foundation of cuisine since man began cooking.

Priceless Cities Best New Bistro is an opportunity to see things with fresh eyes and keep an open mind about today’s cuisine, with curiosity, passion and recognition of local culinary specificities. Le Fooding and Mastercard can affirm that Priceless Cities Best New Bistro is the first international awards program which focuses solely on restaurants opened within the past 12-18 months\*. This means that once a restaurant has won an award, it is no longer eligible the following year. It’s also worth noting that our selection and voting methods, all while remaining entirely subjective, are 100% transparent: every “New Bistro” will be visited anonymously, and the bills will be paid and published.

Furthermore, Priceless Cities Best New Bistro is unique in that it focuses on young/fresh/seasonal/ethnic/diverse/boundary-breaking/simple/comforting/ atmospheric spots. All these features may define a New Bistro but it’s how and in what proportion they employ said features that distinguish them from the crowd. In conclusion, our objectives with these new

awards are to: Reward and encourage restaurants' creativity and innovation • Discover new talents via a dynamic and ever-evolving selection • Embrace the taste of the times in the most spontaneous way possible • Reject boring meals and taste diktats • Embrace pleasurable moments

\*Following the September 2017 earthquake which shook Mexico City, a number of promising restaurant projects are still on hold today. We've exceptionally extended the first edition in this city to 12-18 months.

#### **4. Who are the Bistronauts and what is their judging criteria?**

Each group of Bistronauts (3 per city) is composed of an international, varied selection of foodie insiders chosen for a variety of reasons, including:

- Current or past food & beverage experience
- International travel and life experience • Vast knowledge of the cities, not only of the food & beverage scene, but also music, arts, sociology, culture...
- For judging criteria, please see question n°5 "How does a Bistro get considered?"

#### **5. How does a bistro get considered?**

Most notably, a bistro is considered by the selection committee if it:

- Opened in the past 12-18\* months
- Has delicious food, whatever that may be: classic with a modern twist, veggie-centric and sustainable-forward, radical ethnic, elevated finger-lickin' good etc.
- Is accessible, i.e.: Quality/Creativity/Experience/Price ratio must be fair. It's a good bang for your buck.
- Focuses on ingredients, i.e.: locally sourced as much as possible, seasonal etc.
- Has good vibes, i.e.: attention to décor, music selection, hospitality (reservation-only or walk-in spots, friendliness, service).
- Showcases a wide variety of talented chefs, sommeliers, mixologists and maitre-d's regardless of their origin, gender or background.
- Curates its beverage program: wine, mixology, pairings etc.
- Enhances "the taste of the times". In other words, every Best New Bistro can inspire and amaze the jury for any other valid reason not featured on this list, since it's their talent, sincerity and commitment to freedom of culinary expression that will help expand this list year after year.
- Above all, every choice must have meaning — there must be harmony between what is served, and how and where it is consumed.

#### **6. Who will be able to vote? Where? And when?**

Everyone! We want to include the public when attributing these awards! After having tested the vast pool of restaurants in each city, our Bistronauts will select a new shortlist of their top three. The Best New Bistro website ([www.bestnewbistro.com](http://www.bestnewbistro.com)) will announce these final top three nominees per city and the public will be invited to participate in an online vote starting September 2019. The public's vote will represent a quarter of the final total.

## **7. What are the key dates?**

The three major key dates are:

- July 2019: Soft opening website launch with city-by-city lists of the most exciting new food spots
- Early September 2019: Official launch of the website
- Mid-September 2019: Announcement of the top three shortlisted bistros and public voting opens.
- November 25, 2019: Simultaneously announce the London, Mexico City, New York, and Paris Priceless Cities Best New Bistro in all of the cities, followed by four award ceremony dinners held in each Best New Bistro.

## **8. What are the social media handles and official hashtags for Priceless Cities Best New Bistro?**

Instagram: [@bestnewbistro](https://www.instagram.com/bestnewbistro) #BestNewBistro

## **9. What is Le Fooding? And who is behind Le Fooding?**

Le Guide Fooding - print, app and web ([www.lefooding.com](http://www.lefooding.com)) - was described by the New York Times as “the most Influential food publication in the country” (France) and is specialized in the creation of trans-disciplinary events (food, music, art and design). Le Fooding cooks up the taste of the times with home-crafted words such as bistronomie, or cave à manger, which have been adopted by the global food community. This small business, which is growing fast and counts the Michelin group among its partners, will turn 20 in 2020. Through its guide in France and its events around the world (Los Angeles, New York, Milan, Brussels, etc.) Le Fooding has pushed new talents to the forefront of the culinary scene, and has helped highlight and support a generation of chefs defining their era through food. Alexandre Cammas is the Founder, Publication Director and Managing Editor of Le Fooding for print, app and web ([www.lefooding.com](http://www.lefooding.com)). He began his career as a food critic and created the first "Fooding Week" with some of his friends in 2000, before launching Le Bureau du Fooding in 2002, all the while learning the tricks of the trade of being an Editor-in-Chief from Jean-François Bizot (founder of Actuel and Radio Nova).

## **10. What is the Priceless Cities program?**

London, Mexico City, New York and Paris are four of the over forty destinations featured in the Mastercard Priceless Cities program, which provides access to a collection of over 2,000 unforgettable experiences in the cities where you live and travel. With their exceptionally rich, flavorful and inspiring food scene, these cities were the obvious choice for where to start the Priceless Cities Best New Bistro awards. Here, you're in the perfect place to try new and unique culinary experiences, fuel your passions, and make memories to last a lifetime.

## **11. How can I get involved with the vote and the awards dinner?**

Sign up for the Priceless Cities Best New Bistro newsletter, and be the first to know about major awards announcements. Follow Priceless Cities Best New Bistro on Instagram: [@bestnewbistro](https://www.instagram.com/bestnewbistro)

Spread the word among friends and vote for your favorite New Bistro on [www.bestnewbistro.com](http://www.bestnewbistro.com) starting September.