Democratization in the Gastronomic Market: From Michelin Stars to Michelin “Bibs”

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This paper aims to analyze the democratization in force in a specific cultural industry: gastronomy. From the demand side there are a rising number of consumers subjected to emerging constraints (time, dietetics, travels...) and desires (search of new taste experiences...). To fit more closely to this new scheme of demand chefs behave increasingly as cultural industries producers multiplying outlets by opening sandwich shops, middle range restaurants... Numerous renowned chefs have besides given back their Michelin stars that begin to be supplanted by new quality signals more in line with the middle range dynamic (e.g. Michelin launched “bibs gourmands”, meaning best addresses at low prices).

Does democratization signifies a loss in quality or simply another way to produce gastronomy?

To study this mutation we establish a comparison in the quality equations of Michelin three stars restaurants and restaurants having “bibs gourmands” for Paris and others international cities like New York.