

JULY 2022



ISSUE 4

THE STORY OF HOW A TIRE COMPANY BECAME THE WORLD'S LEADING AUTHORITY ON FOOD



Hello, beautiful people. It's nice to see all of you again. As we head into August, may more of your dreams come closer to fruition.

Enjoy The Experience;
Till We Meet Again,
— **ROCK**

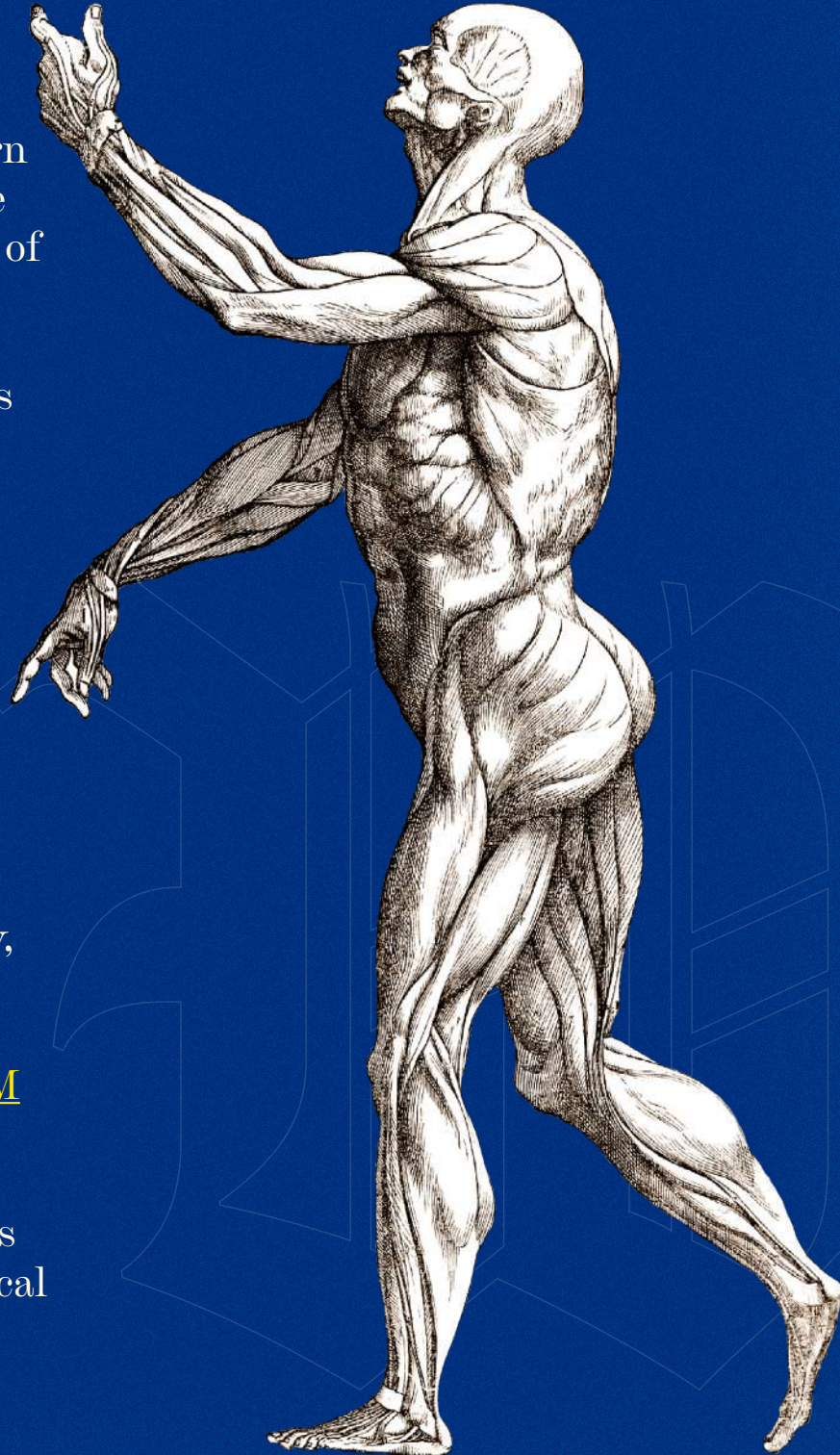
In this issue, we explore a modern mystery — uncovering why a tire company is the leading authority of food and gastronomy.

We then discuss the Häagen-Dazs debacle along with some tips for redemption.

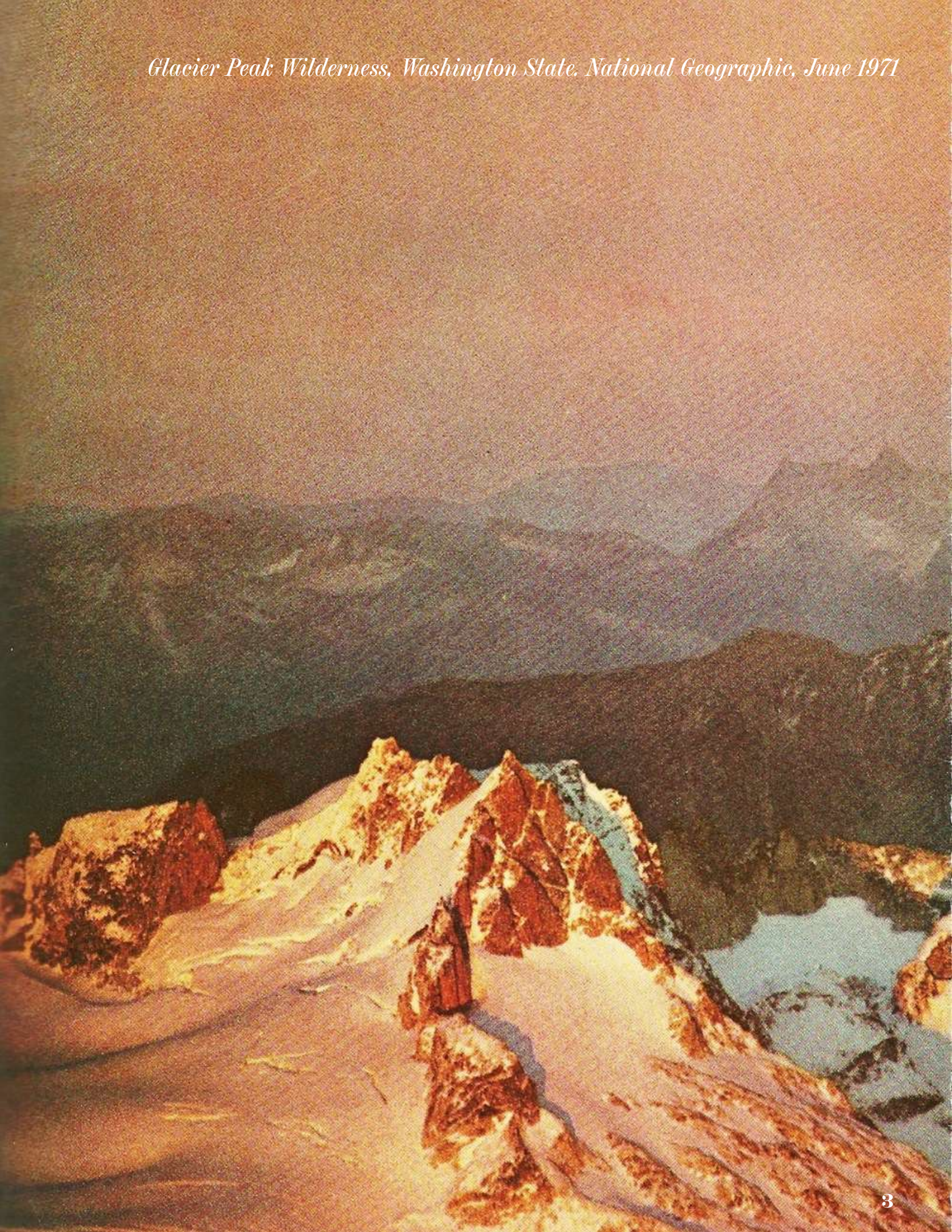
Alas, we close with the #WarKitchen eats of July, from patrons themselves.

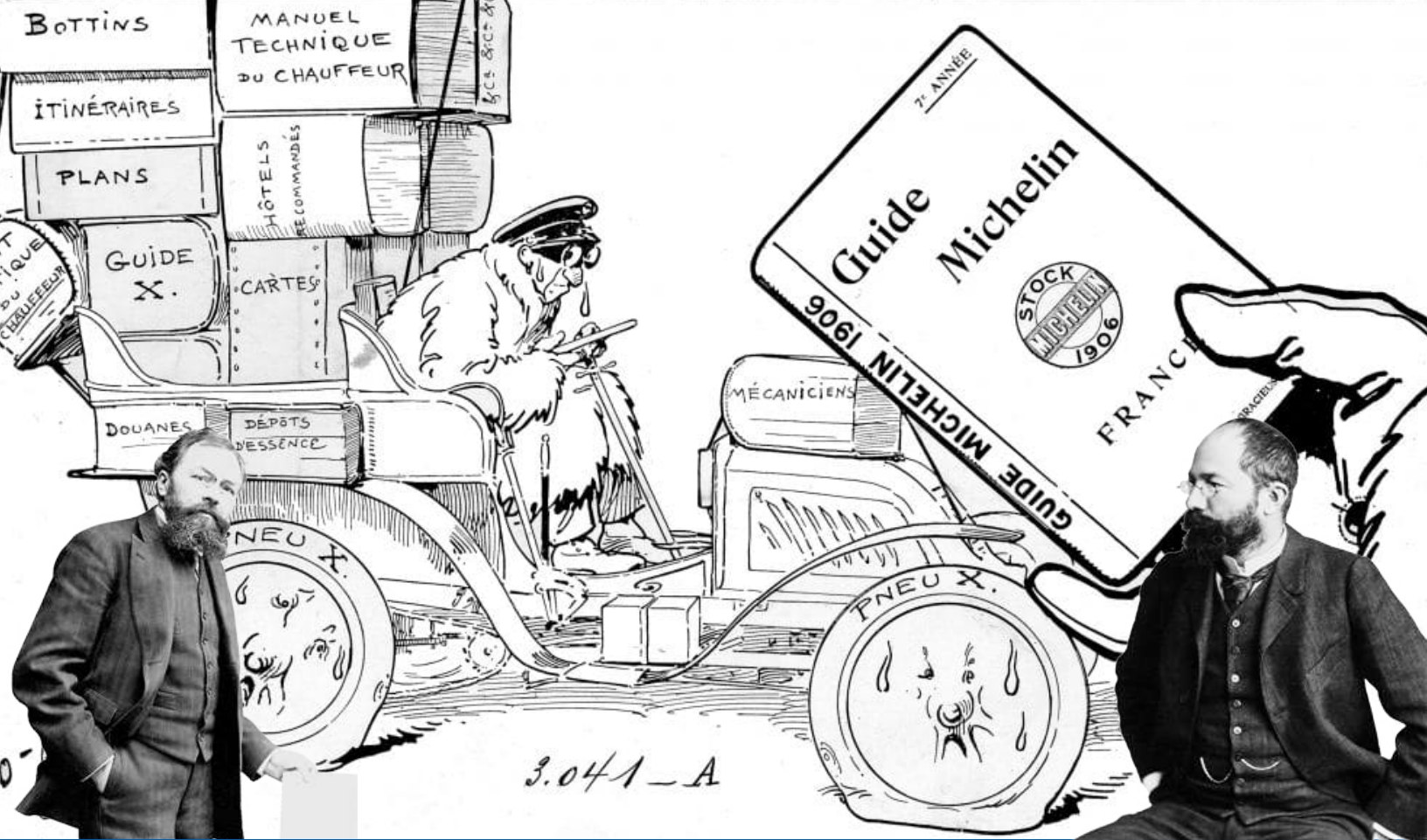
If you want to see something of your own in future issues, feel free to write about anything #WarKitchen — from gastronomy, recipes, biohacking, nutrition, lifestyle advice and more. Get in touch with me either [through DM](#) or [email](#).

Also, feel free to submit any ideas for *ads* you might have for physical or digital products and services.



Glacier Peak Wilderness, Washington State. National Geographic, June 1971





THE STORY OF HOW A TIRE COMPANY BECAME THE WORLD'S LEADING AUTHORITY ON FOOD

1900. The dawn of a new century. New beginnings; opportunity en masse. André and Édouard Michelin were brothers who founded a tire company a decade ago — *Michelin*.

Little did they know, Michelin would go on to become a household name, not just in the world of tires *but gastronomy as well*.

WHY TIRES?

The automobile was the cryptocurrency of the 1900s. The industry was at its infancy and many believed it to be poised for exponential growth. The Michelin brothers realized that if this were to be true, everyone would need tires. As the saying goes, you want to sell the shovels during the rush for gold.



IL CABLÉ CONFORT MICHELIN

BUSINESS WAS SLOW

Perhaps the brothers were early. It took a while for the growth they envisioned to materialise; business was slow. They knew that they couldn't just sit and wait for the market so they took things into their own hands.

THE MICHELIN GUIDE

At the time, long-distance travel was all the craze; the market for international travel was booming. However, there was a problem. Most people had no clue about the things they could do, or the best places to visit. People needed guides; they needed information.

The brothers saw this as an opportunity to promote their tyres and the Michelin brand. They decided to call it the “Michelin Guide”. It was a red booklet that would contain maps, essential

automobile information and all-round advice for the 20th century explorer.

Of course, it was an instant hit. People could not get enough. Soon, they distributed the guide not just in France, but in many countries around the globe.

Fast forward to the 20s, and what the brothers envisioned came to fruition. Cars were now popular and there was huge demand for information about everything automobile. Michelin were perfectly positioned to capitalise.

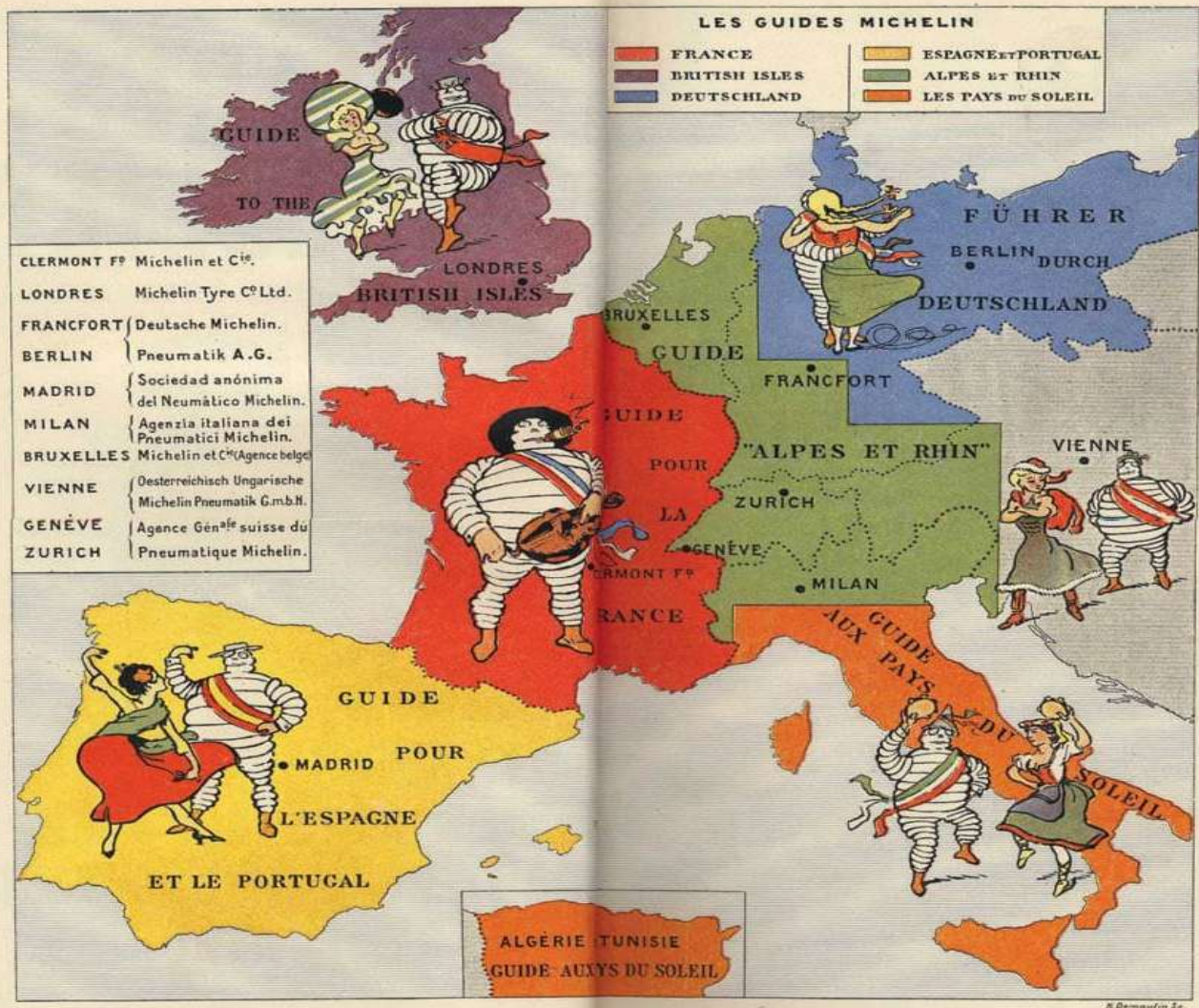


A SIDE PROJECT

Michelin viewed the guide as a side project, a marketing piece that they could afford to lose money using the profits they made



MICHELIN EN EUROPE



from tires.

This meant they spent as much as they wanted on building the best guide they could possibly make. This is why the guide was given out for free — up until André saw it being used as to prop up a workbench. Disgusted, he started charging 7 francs in 1920.

QUALITY ASSURANCE

To ensure the restaurants they

featured were of the highest standards, they created the now notorious system of anonymous food inspectors.

They basically assembled a special-ops team of food spies to conduct independent, unbiased reviews of meals all around the world. This was for both acquiring and maintaining Michelin stars.

Now, Michelin employs over 120

inspectors who operate across 30 countries. They are as covert as they come. They aren't allowed to alert the restaurant in any way and most don't even tell their family. If anyone asks, they probably say they do dropshipping. Secret agents of the world of gastronomy.

AN EXCLUSIVE CLUB

Motoring had a lot more in common with gastronomy than you think. Back then, only the rich could afford vehicles and Michelin knew this. They upheld incredibly high standards and only awarded a Michelin star for a restaurant that was truly exceptional — regardless of price.

Michelin star restaurants (back then) were few and far between. People travelled miles just to eat and brag about the occasi

1, 2 AND 3 STARS



high quality cooking,
worth a stop



excellent cooking, worth
a detour



exceptional cuisine, worth
a special journey

THE GOLD STANDARD

So how did a guide get accepted into the world of gastronomy?

Why is the “*Michelin Standard*” so etched in the culinary world? Well, to put it simply, the sheer popularity of the guide meant that restaurants received a surge of patrons every time there was a feature. At times, this meant saving a restaurant from bankruptcy.

See, the world back then was far less interconnected. You could have a gem of a restaurant — quality food, excellent service and an immaculate vibe with very few souls who knew about it. Michelin aimed to be the register of everything that was exceptional. They aimed to make “driving, tourism and the search for unforgettable experiences available to all”. It's a vision I respect.

Very soon, Michelin developed an aura of culinary excellence. Aspiring chefs made it their life's work to achieve 3 Michelin stars. It was the World Cup of Gastronomy.

A BLESSING OR A CURSE?

While the stars have become symbols of a chef's life's work, to some it became more of a curse than a blessing.

In 2003, renowned French chef Bernard Loiseau shot himself in the head after hearing rumors

Michelin were going to remove a star from his restaurant, *La Cote d'Or*. Loiseau achieved his life's dream of three Michelin stars in 1991. The fear of losing one, sadly killed him.

Several chefs in the world, including the likes of Marco Pierre White have very publicly returned their stars, even refusing to be awarded any.

"I don't need Michelin and they don't need me. They sell tires, I sell food... The truth is, not one Michelin inspector in the world knows more about food than me"
— *Marco Pierre White*

While certain chefs didn't like the added scrutiny and stress, others no longer respected the standards Michelin stood for. Marc Veyrat was a French chef who

sued Michelin in 2019 after his restaurant in the Alps, *Le Maison des Bois*, got downgraded to two stars.

"I've been dishonored. My team, I saw them cry. I feel like my parents have died a second time. Can you imagine the shame I feel: I am the only chef in history to get a third star and then to lose it the next year."

— *Marc Veyrat*

Honestly, it's hilarious.

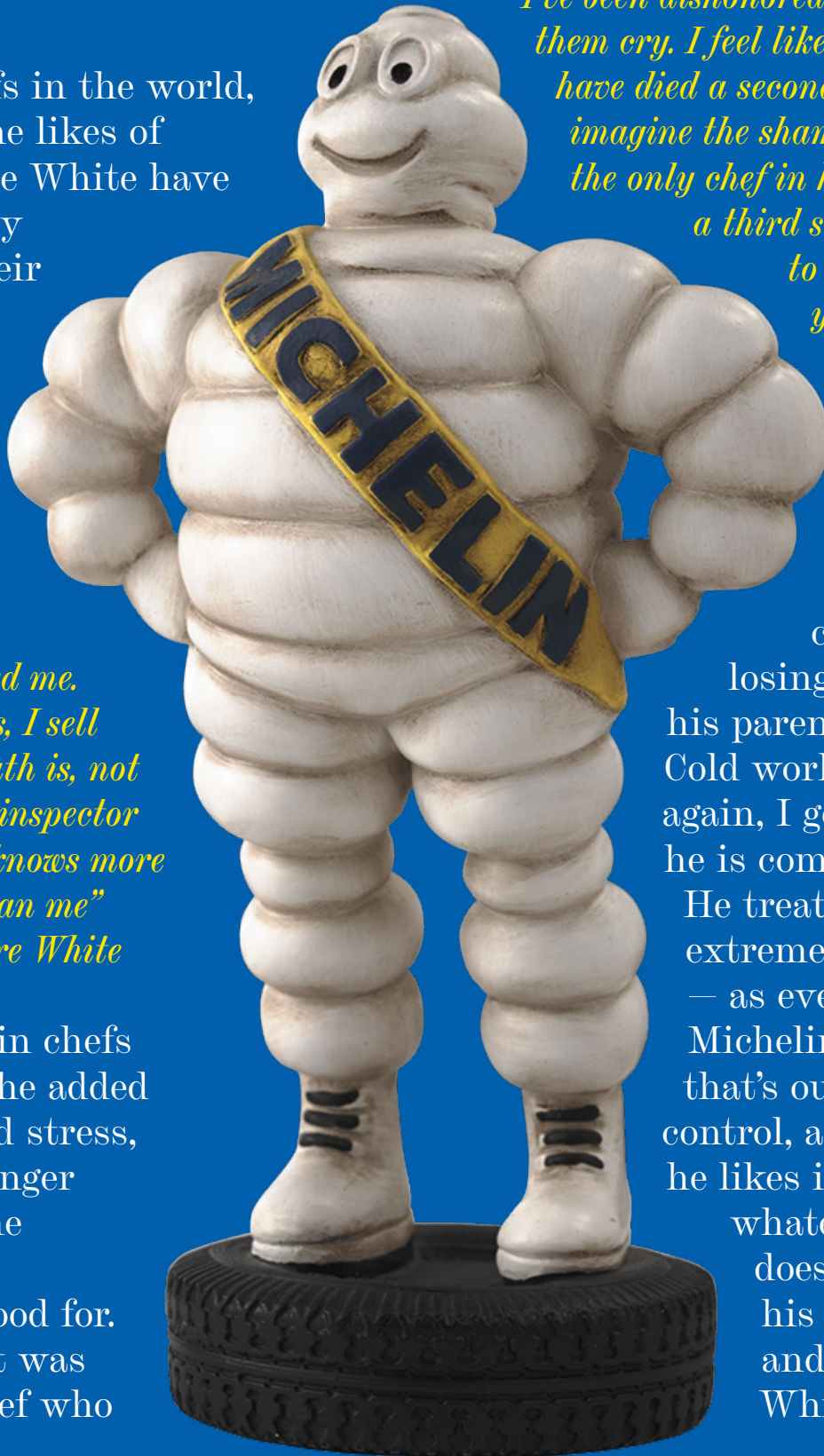
Man

compared

losing a star to his parents dying. Cold world. But then again, I get where he is coming from.

He treats his craft extremely seriously — as everyone should. Michelin is a variable that's out of his control, and whether he likes it or not,

whatever Michelin does will affect his reputation and his finances. While he's world





class, he's stuck in a game he doesn't fancy playing anymore.

It does not help that Michelin themselves have changed. While they will deny this, everyone knows they have devalued their currency — their stars. The standards have slumped over the past few decades. More Michelin stars than ever are being given out, and it's taking less and less time to earn one. This makes it less valuable, just like college degrees in 2022.

THE FUTURE

If Michelin continues on the same trajectory, it's not looking good. At this rate, more and more chefs will denounce it and when nobody acknowledges the stars — they will become meaningless. While we're definitely a long ways from that, Michelin should take the criticism in and tweak certain things.

Just imagine being hungry and wanting a nutritious, satiating meal after a long day's work and you get served this.



Course two of a seventy-three course meal!

While I exaggerate, you get the point. Whether they like it or not, Michelin is steering the ship and it looks like they're pushing gastronomy in a direction where portions just get smaller and smaller, with how intricate and precise everything is.

It's food that no longer looks like food anymore. Imagine serving this to the men who stormed Normandy!

To cultivate a culture for innovation and creativity in food, there needs to be room for error. You can't have our most talented chefs of the world constantly worried and afraid of losing a star, to the point where they shoot themselves in the head.

MICHELIN 2.0

Michelin, I know you're reading this. So here are some suggestions.

Call for a Michelin Reset. Strip every restaurant in the world off it's stars.

Keep the 1-2-3 star dynamic, but announce that every star awarded from now on will be temporary.

Award them in seasons. Have seasonal magazines made (I know a guy who makes aesthetic ones), in different cities, different continents.

You could even arrange them in cuisine.

*“Summer 2022, Capri.
Michelin Restaurants of the
Summer.”*

Call it Michelin 2.0. You could have teams of your inspectors concurrently doing quality checks all over the world, in the weeks leading up to the end of the season.

Make it clear that no restaurant will “gain” or “lose” a star. It's simply a snapshot of the spots Michelin recommends in that period of time. You could even add some kind of rubrix if you wanted to.

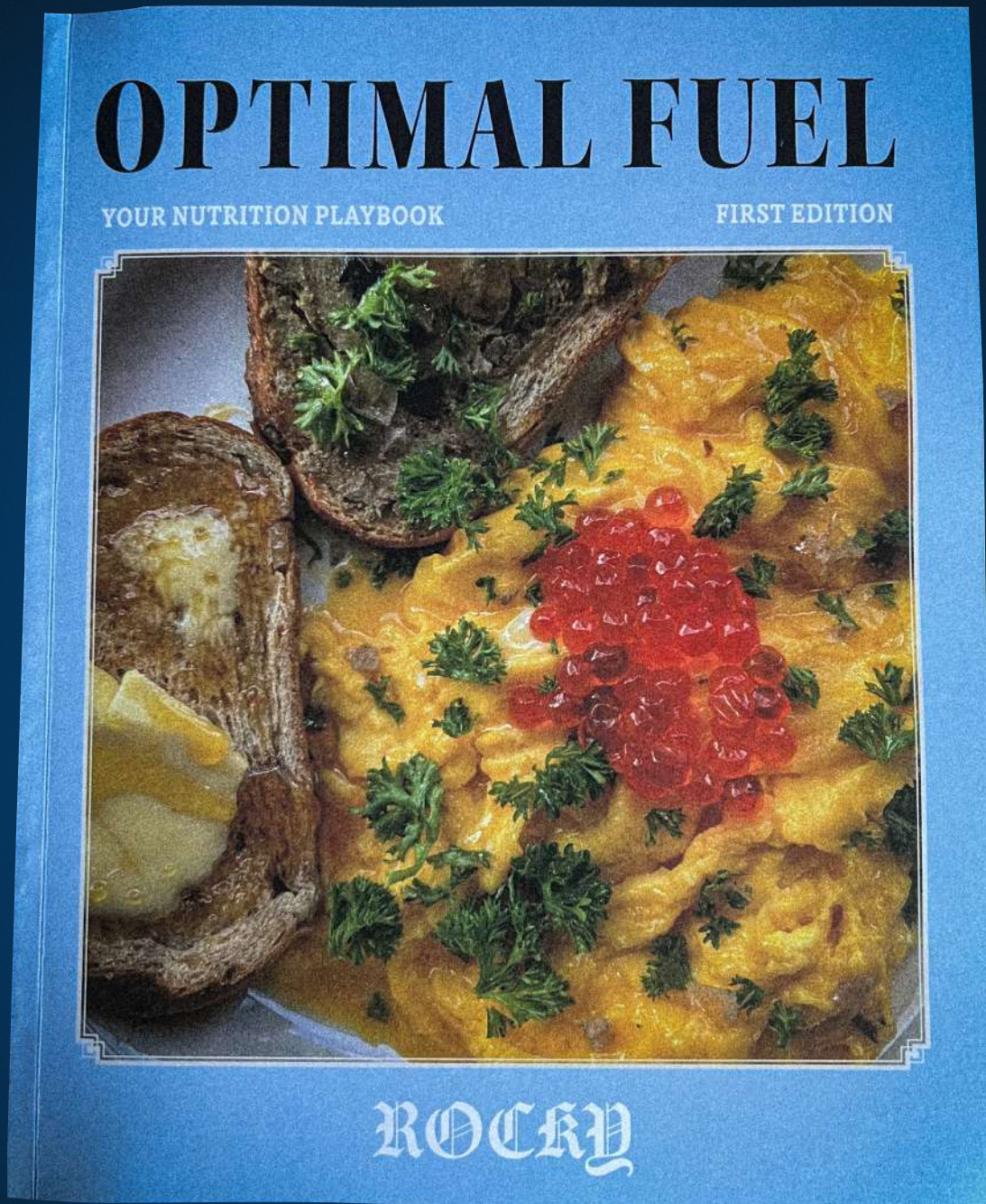
The number of stars should be fixed. Strengthen the Currency.

As long as the food the chefs serving doesn't poison anyone, they should feel comfortable testing new ideas and combinations of flavours. A system that rewards risk-taking will unironically birth a golden age of culinary excellence.

Make meals that people actually want to eat. Meals that satiate. A focus on Real meats. Real Oils. This is the way foward.

You're Welcome and may Bernard Loiseau rest in peace.

Everything a Cookbook offers, and More.



Optimal Fuel is your nutrition playbook. Over 166 buyers across 28 countries have taken the crucial step in fixing their nutrition, forever. It is the patrician's choice, in learning what's good for you and what's not. Everything they don't want to tell you, it's here. 235 electronic pages made for your perusal. Buy once for lifetime access.



HAAGEN DAZS RECALLED DUE TO PESTICIDE CONCERNS

It's over. It's actually funny. When I started writing this hit-piece, there was only one instance of this happening. Now, there's two.

"Fool me one time shame on you, fool me twice, can't put the blame on you"

WHAT HAPPENED?

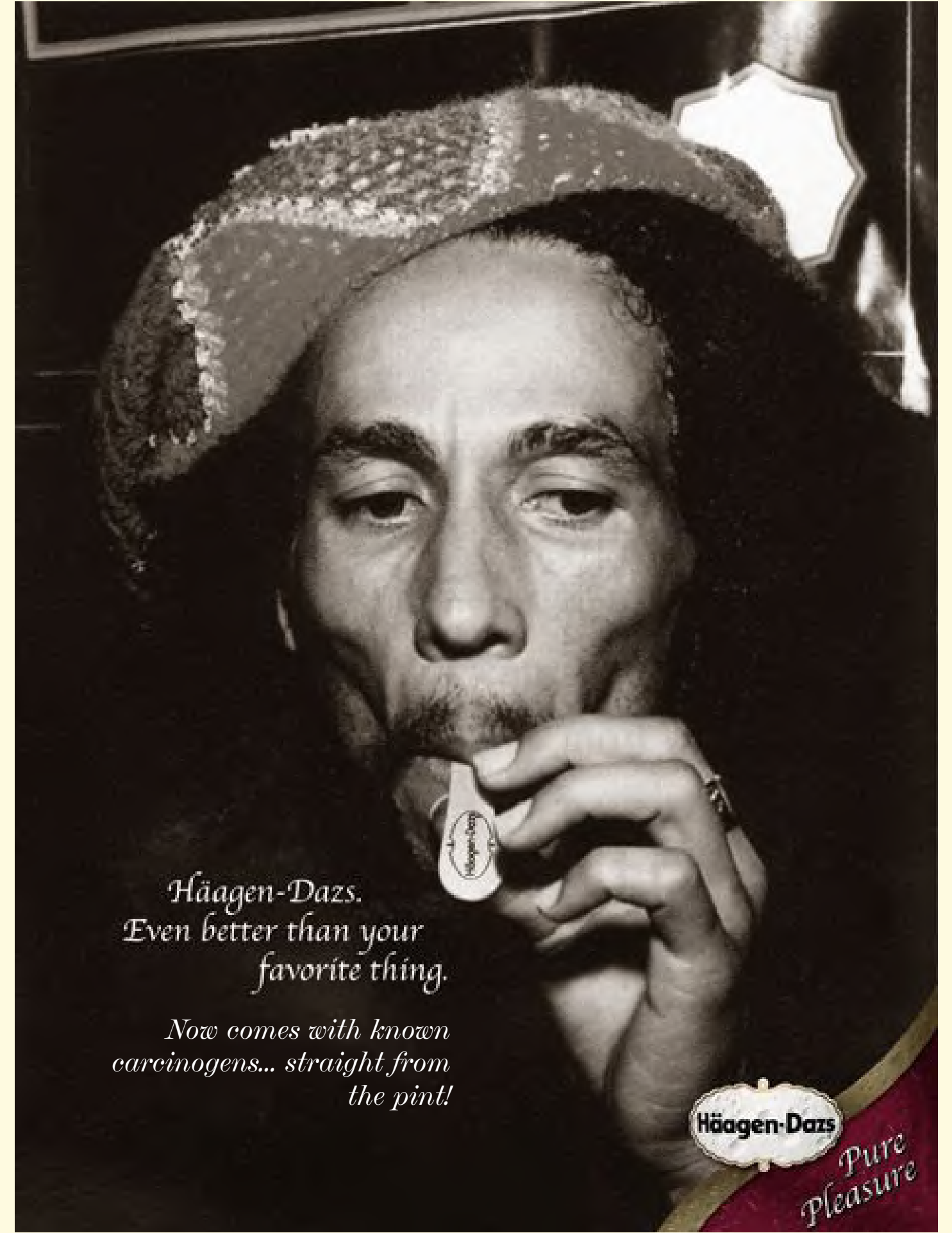
Pints of Haagen Dazs' classic Vanilla and it's Vanilla Minis with

were found to have low levels of ethylene oxide (EO), a pesticide and a known carcinogen.

Following the recall, pints of Belgian Chocolate and Cookies and Cream were also recalled in early August. Dark times.

ETHYLENE OXIDE

Ingredients like vanilla bean, for example, were found to have levels of EO that were marginally above



Häagen-Dazs.
Even better than your
favorite thing.

*Now comes with known
carcinogens... straight from
the pint!*

Häagen-Dazs

Pure
Pleasure

Ethylene Oxide (EO), also known as oxirane and epoxides, is an organic compound commonly found as a colorless and highly flammable gas. Regarding its application and intended use: EO is mainly used as an intermediate in the production of ethylene glycol (antifreeze), textiles, detergents, polyurethane foams, solvents, medicines, adhesives, raw material for the production of Polyethylene terephthalate (PET) plastic and other products.

Besides, EO is also used as a highly effective disinfectant and fumigation product, which is allowed to be used in many countries for insect control in some agricultural products, and to **disinfect raw materials and food products (especially for spices and herbs such as paprika, pepper and cinnamon, which require regular control for Salmonella).**

“safe levels”.

As you see from the screenshot from Eurofins, EO is a colorless gas that's primarily used in the intermediate processes of the production of goods. It's also used to disinfect and fumigate, though it's banned in several countries, including the whole of Europe.

EO has a flexible structure that leads to compounds such as 2-chloroethanol (2-CE) forming, which has been classified by the German Federal Institute for Risk Assessment as unsafe when eaten with food. Other countries have specific “safe limits” in place for EO and 2-CE. This is another reason why organic produce is really worth the difference, especially in today's conditions. It's insane what we're putting in our food system.

REDEMPTION

I know many of you reading this must be devastated. An ice cream company that uses the real oils. Egg yolks, coconut oil, cream.

One thing you have to give credit is how swift action was taken. While they only found the compound in certain lots, Haagen Dazs decided it was only fair to recall everything manufactured in the same range. What's concerning is the second recall. I for one will pause all Haagen Dazs consumption until they get it sorted.

Honestly, they can still save this. Switch to using only 100% organic products. Source the best vanilla beans on the planet. Quality ingredients. 5-10 ingredients per pint. And trust me, the customers will come back. At least, I will. Heck, at this rate I'll probably have to start making them on my own. Ice cream isn't really my expertise, but I will experiment if duty calls. Ice cream maker may or may not be on the way, and recipe experimentation may start. Findings will be documented and reported. Sending Prayers.

my body, my choice. say no to ethylene oxide and any cancer-causing compounds in our food supply!

dream bigger.

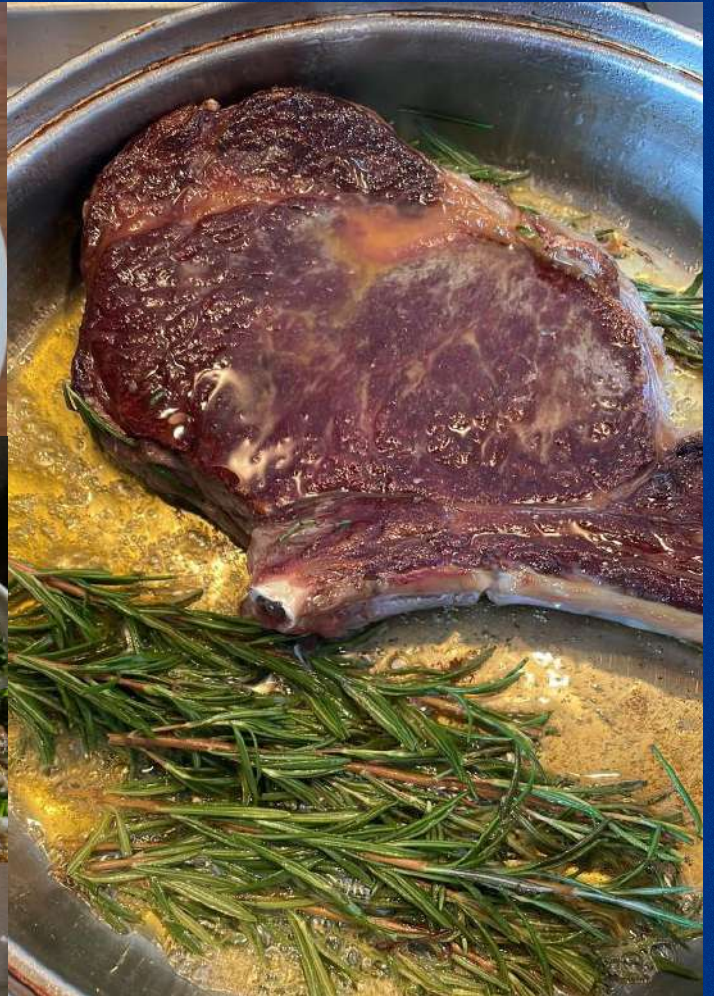


horizons

#WARKITCHEN DELIC



CACIES OF JULY 2022



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