

eat2eat[®]



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The best restaurants in Dubai are now bookable on the MICHELIN Guide website



Dubai has become the first destination in the Middle East to have restaurants bookable on the MICHELIN Guide, thanks to eat2eat and Mozrest.

The restaurants in Dubai selected by the [MICHELIN Guide](#) have recently been given the opportunity to **boost their online reservations**. Thanks to a new partnership with the booking channel aggregator [Mozrest](#), restaurants using the reservation management system [eat2eat](#) can receive bookings directly from the MICHELIN Guide apps and website.



With over 15,000 restaurants (including famous Bib Gourmand and MICHELIN Stars) carefully selected worldwide, the MICHELIN Guide distinguishes itself by its **high-quality standards and constant quest for excellence and innovation.**

Combined with **Mozrest's technology**, the MICHELIN Guide gives travellers and food lovers the ability to reserve the **best dining experience in Dubai** through a booking widget connected to eat2eat, the leading independent restaurant reservation management system.

[This integration with the MICHELIN Guide via Mozrest](#) will allow restaurants to track bookings in real-time, show available slots online and send an instant confirmation email to customers.

With a list of 69 restaurants reflecting an interesting dining culture which takes influence from cuisines worldwide, including the emirate's own Arabic specialities, **Dubai is the latest addition to the world-famous gastronomic guide.**

Commenting on the partnership, **Michael Davis, Chief Product Officer of the MICHELIN Guides**, said:

"Enabling users of the MICHELIN Guide to book the restaurants they love directly through our mobile apps and website is another step in our ambition to provide the best service. The partnership with eat2eat allows restaurants in Dubai to reach their perfect-matched audience."

Vikram Aggarwal, CEO of eat2eat, added:

"It is a privilege to be associated with the history and tradition of the Michelin Guide and to partner with them to allow diners the convenience of reserving these wonderful restaurants through the use of our MaRc table management technology. We are particularly thankful to the team at Mozrest, who have identified us as a key partner in this space. We look forward to a mutually beneficial relationship over the coming years."



Jérôme Pernellet, Founder & CEO of Mozrest, concluded:

“We are proud to help the MICHELIN Guide recruit reservation management partners, like eat2eat, and connect their systems behind the booking widget via seamless integration.

ABOUT THE MICHELIN GUIDE

Since 1926, the MICHELIN Guide has been awarding Stars for excellent cuisine. It is precisely these Stars that have made it famous around the world. One, two or three MICHELIN Stars: the award has been the benchmark for recognising the best restaurants for almost 100 years.

ABOUT EAT₂EAT

eat2eat is the largest independent supplier of dining reservation technology globally. The company focuses on securing restaurants' ownership over their diner data and branding without compromising their ability to access aggregator sites to attract diners. Clients include leading international hotel groups and fine dining establishments globally.

ABOUT MOZREST

The booking channel aggregator Mozrest enables restaurants to boost their online reservations with improved reliability based on real-time availability. Its unique technology centralises multiple booking channels (Reserve with Google, Facebook & Instagram, MICHELIN Guide, etc.) into the restaurants' existing reservation management system. After successful integrations in the hospitality industry, the UK-based start-up plans to deploy its technology to the travel industry and local businesses, such as beauty salons, health centres, garages, etc.