Gault&Millau Brings Prestigious Yellow Guide in Saudi Arabia



From left to right: Joumana Dammous-Salame, Managing Director of HSME, Patrick Hayoun, CEO of Gault&Millau France and International, Mayada Badr, CEO of the Saudi Culinary Arts Commission

The Saudi Culinary Arts Commission, under the Ministry of Culture, announced at the Cultural Investment Conference the official entry of Gault&Millau into the Saudi market through a landmark strategic partnership, with the support of Hospitality Services Middle East.

A New Benchamark In The Culinary World

This launch brings the prestigious Yellow Guide to the Kingdom for the first time, setting a new benchmark for culinary excellence while fostering the growth of Saudi Arabia's rapidly evolving culinary and hospitality sectors.

The inaugural edition will focus on **five key cities**: Riyadh, Jeddah, Dammam, AlUla and Abha.

The launch of Gault&Millau in Saudi Arabia will feature three primary components:

Printed Guide: The 350-page edition will include expert reviews of top restaurants, chef profiles and signature recipes. It will also feature city- and region-based highlights, along with toque ratings (from 1 to 5) covering a wide range of price points, making it accessible and inclusive for all readers.

Digital Platform: The Gault&Millau Saudi Arabia website, part of the international platform, will offer an engaging digital experience with updated restaurant, reviews, practical details and direct links, providing greater visibility for local establishments.

Annual Gala: The first Gault&Millau Saudi Arabia Gala will be held in January 2026 (exact date to be confirmed), offering networking opportunities for chefs, journalists, influencers and partners while showcasing Saudi culinary excellence to both national and international guests.



From left to right: Zeina Dammous Nahas, Project Manager HSME, Joumana Dammous-Salame, Managing Director of HSME, Patrick Hayoun, CEO of Gault&Millau France and International, Mayada Badr, CEO of the Saudi Culinary Arts Commission

"We are honored to bring Gault&Millau to Saudi Arabia in partnership with the Saudi Culinary Arts Commission and with the support of HSME. This collaboration reflects our mission to discover and celebrate culinary excellence worldwide, while shining a light on the chefs, restaurants, and hospitality professionals shaping the Kingdom's gastronomic future."

- Patrick Hayoun, CEO of Gault&Millau France and International

"The launch of Gault&Millau Saudi Arabia reflects our ongoing efforts to elevate the Kingdom's culinary sector and create opportunities for local chefs and hospitality professionals in the Kingdom. By highlighting our diverse food traditions and sharing them with global audiences, we are shaping a vibrant future for gastronomy in Saudi and the region."

- Mayada Badr, CEO of the Saudi Culinary Arts Commission

"Elevating and promoting the culinary and hospitality sectors across the region lies at the heart of what we do, and this partnership with Gault&Millau and the Saudi Culinary Arts Commission marks an exciting chapter for us. Through the launch of the renowned Yellow Guide in Saudi Arabia, we will celebrate the chefs, restaurants and traditions that make the kingdom so unique."

- Joumana Dammous-Salame, Managing Director of HSME

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