



THE BOAR'S HEAD

PRESS RELEASE

For immediate release

14th July 2011

The Boar's Head celebrates 100 years of being in the famous Michelin Guide with special Centenary Celebrations

As the Michelin Guide celebrates being 100 years old, The Boar's Head at Ripley is to commemorate its own landmark achievement of appearing in the first and current 2011 guide by hosting centenary themed activities. It is one of only 30 hotels in the UK to enjoy the honour of being in the first 1911 Guide to the British Isles and the current 2011 Michelin Guide Great Britain & Ireland.

Celebrations will commence at The Boar's Head on Wednesday 13th July with a special Centenary Dinner. The evening will start with a champagne reception in the courtyard of Ripley Castle where guests will be able to view a whole host of spectacular vintage cars which are taking part in the Variety Club's 50th Anniversary Classic Car Rally. They will then return next door to The Boar's Head where a five course meal, based on menus from 1911, will be served alongside some memorable wines.

Special guests at the event will be Charles and Jonathan Smales, grandson and great grandson respectively of the Publican who ran the Inn in 1911.

Also in celebration, The Boar's Head will be offering diners the opportunity to choose three courses from a seasonally themed centenary market menu at either lunchtime or dinner for only £19.11. The promotion will be running from the beginning of September until the end of November.

Sir Thomas Ingilby, owner of The Boar's Head, said: "We are very pleased to have this opportunity to celebrate 100 years of the Michelin Guide. As the recognised benchmark publication for gourmet dining and excellent accommodation we are honoured to be involved in the Guide's 100 year story. Being part of the Michelin Guide in this unique way is an achievement of which we are proud and we are looking forward to marking this with our centenary celebrations and that relations of the original Publican are able to celebrate with us."

The famous Michelin Guide centenary year began in style in January with a special Michelin starred chefs event at Michelin House in London and the launch of the new 2011 guide, hosted by retiring Michelin Guide Editor Derek Bulmer.

Peter Snelling, Michelin's UK Head of Communications, said: "We are delighted that The Boar's Head is able to join us in celebrating the centenary of the Michelin Guide. "Being featured in the 1911 and 2011 editions of the Michelin Guide is an accomplishment to be very proud of and is a testament to The Boar's Head's quality and offering as a business. We look forward to another 100 years of the guide."

PHOTOCALL

A photocall is being held in the Courtyard of Ripley Castle where the vintage cars are on display at 6.45pm on Wednesday 13th July. Sir Thomas and Lady Ingilby will be in attendance, together with Jonathan Smales, the great grandson of the Publican who was in the original guide in 1911.

ENDS

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Note to editors:

The Boar's Head is an old Coaching Inn. It is part of the Ripley Castle Estate and one of the Great Inns of Britain. It is located in the unique village of Ripley on the edge of the Yorkshire Dales, three miles north of Harrogate and seven miles south of Ripon. It has twenty five en-suite bedrooms, a Bar, Brasserie and Beer Garden.

Ripley Castle is steeped in 700 years of history and has been in the Ingilby family for 26 generations. Sir Thomas and Lady Ingilby currently live in the castle with their five children.

The first edition of the Michelin Guide to the British Isles appeared in 1911 and was offered free of charge and available from all the Michelin tyre dealers and hotels that were listed in it. From the very beginning, the guide placed its emphasis on practical information and was packed with notes on tyres, car engines, routes and distances – with its straightforward advice quickly establishing it as the motorist's constant companion.

The Michelin Guide to the British Isles has undergone a number of changes since that first launch in 1911, with 1974 marking the first appearance of the famed stars – awarded for the quality of the food – which are now such a permanent and much anticipated part of the guide. The modern 2011 Great Britain & Ireland Guide features a galaxy of stars in a multitude of establishments; from country pubs to Indian restaurants, simple bistros and city hotspots and restaurants.

Headline News: 100 Years On

(Have things really changed at all?)

Stories making the news in 1911/2011:

1911 – Winston Churchill proposes debate in Parliament about introducing daylight saving.

2011 – David Cameron and the coalition government propose debate about introducing daylight saving.

1911 – Demos and riots taking place on the streets of London as the suffragette movement push for legislative change.

2011 – Demos and riots taking place on the streets of London as the student protesters push for legislative change.

1911 – The UK prepares for a major royal celebration with the coronation of King George V set to take place in 1911.

2011 – The UK celebrated a major royal occasion with the marriage of Prince William to Kate Middleton in April 2011