



NÉN DANANG IN DA NANG MAKES ITS DEBUT ON 50 BEST DISCOVERY, AN IN-DEPTH COLLECTION OF CITY GUIDES

50 Best spotlights venues from more destinations than ever before, with the additions of new restaurants, bars, hotels and vineyards on the 50 Best Discovery platform

16 July 2026 – Nén Danang joins 50 Best Discovery, an in-depth collection of city guides showcasing exceptional restaurants, bars, hotels and vineyards around the world. Following the addition of 650+ new venues to the platform in July 2026, more than 75 cities and towns are represented on 50 Best Discovery for the first time, further spotlighting dining, drinking and travel destinations around the world.

The new additions feature more than 210 restaurants, 110 bars and 130 hotels, as well as the integration of more than 190 vineyards as a new category. With this update, 50 Best Discovery now features 3,500+ hospitality establishments from across more than 800 cities and towns worldwide. Each venue, including Nén Danang, is selected after receiving a certain number of votes from the expert voting Academies that create 50 Best's leading global and regional lists.

Founded in 2017 in Da Nang, Central Vietnam, Nén Danang is a modern Vietnamese fine dining restaurant built on the philosophy of “Consciously Vietnamese”. Through its signature Sto:ry Menu, the restaurant explores Vietnam's ingredients, landscapes, memories and culinary culture through a contemporary lens. Nén Danang is also Vietnam's first MICHELIN Green Star restaurant, recognized for its commitment to sustainability across sourcing, cooking, operations and community impact.

“We are deeply honoured for Nén Danang to be included in 50 Best Discovery,” says Chef Summer Le, Founder and Executive Chef of Nén. “For us, this recognition is not only about one restaurant, but also about bringing the stories, ingredients and spirit of Vietnam to a wider international audience. From the beginning, Nén has believed that Vietnamese cuisine still has many untold stories, and we are grateful to continue sharing them from Da Nang.”

A highly curated digital guide, 50 Best Discovery is the ultimate reference tool for discerning travellers, diners and cocktail-lovers. A combination of more than 3,000 Academy members - who are experts in their local restaurant, bar, hotel and vineyard scenes - vote for the venues that are ultimately featured on the platform. This means those following 50 Best Discovery are being guided by the world's foremost travel and hospitality connoisseurs. 50 Best Discovery operates as an extension of the annual 50 Best rankings of restaurants, bars, hotels and vineyards, though is not itself a ranking. 50 Best is ultimately responsible for the curation of the database. Restaurants, bars and hotels cannot apply to be part of 50 Best Discovery.



For more information on 50 Best Discovery, please visit the website here:
www.theworlds50best.com/discovery

Read more about selection criteria here:
www.theworlds50best.com/discovery/about.html

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About Nén Danang

Nén Danang is a modern Vietnamese fine dining restaurant founded in 2017 by Chef Summer Le in Da Nang, Central Vietnam. Guided by the philosophy of “Consciously Vietnamese”, Nén Danang explores Vietnamese culture, memory, landscapes and ingredients through its signature Sto:ry Menu, where each course carries a narrative of the country.

The restaurant became Vietnam’s first MICHELIN Green Star recipient and has held the distinction for three consecutive years, recognized for its commitment to sustainability, local sourcing, conscious operations and community connection. Nén Danang is part of the Nén restaurant group, alongside Nén Light Saigon (MICHELIN Selected Vietnam) and Nén Tokyo (MICHELIN Selected Japan).

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For media centre access, please visit:
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About 50 Best Discovery

50 Best Discovery is an in-depth collection of city guides, which houses 3,500+ venues on the platform. With more than 800 cities and towns around the world included, 50 Best Discovery is designed to showcase more of lesser-known venues and cities in addition to well-known establishments, through travel guides, features and video content, in order to give the talent and the locations the attention and recognition they deserve. The result is a more diverse range of expert-recommended restaurants, bars, hotels and vineyards across the world, offering everything from emerging talent and local favourites, through to fine dining and sophisticated drinking establishments. 50 Best Discovery operates as an extension of the annual 50 Best rankings of restaurants, bars, hotels and vineyards, though is not itself a ranking.

About William Reed

50 Best Discovery is owned and organised by William Reed, which also publishes The World's 50 Best Restaurants, launched in 2002, Latin America's 50 Best Restaurants and Asia's 50 Best Restaurants (both launched in 2013), Middle East & North Africa's 50 Best Restaurants (2022), North America's 50 Best Restaurants (2025), as well as The World's 50 Best Bars (2009), Asia's 50 Best Bars (2016), North America's 50 Best Bars (2022), Europe's 50 Best Bars (2026) and the latest global rankings, The World's 50 Best Hotels (2023) and The World's 50 Best Vineyards (2025). William Reed is entirely responsible for the organisation of the awards, the voting system and the list.