



**PRESS FILE 2021**

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# 1 WE'RE SMART® WORLD



## the road to and solutions for a healthier and better world

**We're Smart World** is the undisputed reference for fruit and vegetables in the culinary world. The brainchild of The Vegetables Chef®, Frank Fol, it was set up to promote individuals, restaurants and companies which themselves put fruit and vegetables centre-stage.

As such, We're Smart® World is an ecosystem which brings people and companies together (the "we" in "We're Smart") around the themes of health, ecology and sustainability. Not only in the food industry but also beyond. In order to learn from and support one another and stimulating the transition of our societies towards intelligent ("Smart") solutions for the body, nature and the planet (World).

Everything begins with founder Frank Fol's **Denk Groenten! Denk Fruit!-filosofie** which explains step by step how to compose a healthy, balanced and delicious meal from seasonal ingredients and, of course, with fruit and vegetables in the leading role. A simple and feasible plan for both professional and hobby chefs, companies and consumers.

What makes the We're Smart® World ecosystem truly unique is the many forms of support it offers in promoting healthy eating as well as the innovative, vegetable-based food solutions it develops on the basis of a strong, global network. The organisation also works to raise awareness amongst policymakers, food producers, restaurateurs and consumers and in so doing, form a strong community of like-minded people.

We're Smart® World places its knowledge and insights at the full disposal of anyone who wants to be smart(er) when it comes to healthy good. As such, it is the ideal partner for those seeking inspiration, assistance or concrete support.

We're Smart® World was selected by the Belgian government in 2021 as one of the United Nation's SDG Voices, recognising its contribution as an ambassador for the UN's 17 sustainable development goals (SDG) ranging from eliminating poverty to fighting climate change. A role which is all the more pertinent in 2021, the International Year of Fruits and Vegetables!

## 2 CAMPAIGNS



### International Year of Fruits and Vegetables 2021 (United Nations)

The UN's General Assembly has declared 2021 the International Year of Fruits and Vegetables. The goal is boost awareness amongst the international community for the positive health benefits of fruit and vegetables, while promoting more balanced eating patterns. Central to this initiative is greater attention for the sustainable production and consumption of fruit and vegetables as well as special awareness for the problems of food loss and wastage. A vision which is fully in line with We're Smart® World's "Think Vegetables! Think Fruit!" philosophy.

## 2 CAMPAIGNS

### We're Smart® World appointed UN Sustainable Development Ambassador

We're Smart® World has been appointed by the Belgian government as one of the UN's official SDG Voices.



#### SDG VOICES BELGIUM

In so doing, the country has officially recognised the organisation's role as an ambassador for the UN's sustainable development goals (SDG). The United Nation's SDGs were formally adopted by the General Assembly in September 2015 as part of the 2030 Agenda for Sustainable Development. The 17 goals describe the action plan designed to free humankind from poverty and put the planet back on a sustainable course. As united and indivisible goals, the SDGs reflect all three pillars of sustainable development: economic, social and ecological.

We're Smart® World supports all SDGs and is particularly relevant to:

#### **Goal 2 - ZERO HUNGER**

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

#### **Goal 3 - GOOD HEALTH AND WELL-BEING**

Ensure healthy lives and promote well-being for all at all ages

#### **Goal 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION**

Ensure sustainable consumption and production patterns

## 2 CAMPAIGNS

### Fruit and vegetable of the Year

For 2021, the watermelon has been chosen as Fruit of the Year while the capsicum (or bell pepper) has been declared Vegetable of the Year.

Every year, We're Smart® World places one fruit and one vegetable in the spotlight by electing the Fruit and Vegetable of the Year. As well as offering a wealth of background information about both produce (including nutritional and seasonal information, instructions for growing and storing, etc.), We're Smart® World also highlights the culinary possibilities for professional and hobby chefs in the form of recipes and general tips for cooking with these two wonderful ingredients.



## 2 CAMPAIGNS



### The week of Fruit and Vegetable

International Fruit and Vegetable Week runs from 10 to 16 May 2021.

This annual event is the ideal time for growers, producers, (vegetable) chefs, retailers and other international organisations to launch new innovations and initiatives related to the wonderful world of fruit and veg.

As the organisers of Fruit and Vegetable Week, We're Smart® World aims to inspired both consumers and businesses with the creative and innovative possibilities of the plant-based world.

## 2 CAMPAIGNS



### We're Smart® TV

The Belgian TV show "De Keukentafel" which airs on the business channel [KanaalZ - CanalZ](#) revolves around 10 guests – the "We're Smart@ Heroes" – who join in a kitchen table talk with presenter Ilse De Vis.

Frank Fol, The Vegetables Chef@ and founder of We're Smart@ World also prepares a dish based on his Think Vegetables! Think Fruit! philosophy. The creations and reports about the chefs form the focal point of each episode.

### External campaigns

We're Smart@ World is the driving force behind numerous campaigns and programmes aimed at promoting healthy eating including [The Potato Club](#), GrainGeneration, The Color of Taste, [The Arqan Premium Chefs](#), The Foodwizards, Culinary Architect and more.



### 3 WE'RE SMART® GREEN GUIDE

Every year, We're Smart® World publishes the online gastronomic guide [We're Smart Green Guide](#). The guide groups together restaurants, businesses and organisations from around the world that put We're Smart® World's Think Vegetables! Think Fruit! philosophy into practice.



But the We're Smart® Green Guide looks even further than that! It also touches upon numerous ecological and social criteria such as the use of local and seasonal produce, consumption of water and energy, working conditions, etc. And it does on the basis of clear and transparent parameters.

The We're Smart® Green Guide has grown exponentially over the past few years. What began as a culinary guide for vegetable restaurants in the Benelux has since grown to contain reviews and ratings for around 1000 restaurants in over 40 countries worldwide. As such, the We're Smart® Green Guide has become the no. 1 authoritative reference for fruit and vegetable lovers around the world.

### 3 WE'RE SMART® GREEN GUIDE

In 2021, the We're Smart® Green Guide will include separate sections for culinary restaurants on the one hand and other food concepts such as chains and catering companies on the other. The restaurants are given a rating from 1 to 5 radishes while the other food concepts are recognised with the radish leaf symbol.



“In addition to the many culinary restaurants, there also all kinds of companies and organisations that are dedicated to putting the We're Smart® philosophy into practice. So to boost their motivation, we've created a separate quality category just for them.”

**Frank Fol, founder of  
We're Smart World:**



### 3 WE'RE SMART® GREEN GUIDE

## We're Smart® Radishes



Culinary restaurants listed in the We're Smart® Green Guide are given a rating of 1 to 5 radishes. This rating is based on a number of criteria including the degree of culinary creativity and surprising taste combinations. The number of radishes also gives an indication as to the proportion of fruit and vegetables used in the menus and various dishes, without necessarily targeting exclusively vegetarian or vegan restaurants. Efforts made with regards to health, ecology and sustainability are also taken into consideration, as is the way in which each restaurant communicates this information.

Radishes are awarded on the basis of the following criteria:

- creativity and taste experience
- percentage plant-based ingredients in both individual dishes and the menu
- sustainable practices
- social aspect, including respect for staff and guests
- communications approach
- use of local and seasonal ingredients.

## We're Smart® Radish Leaves

Whether it be a small eater, chain restaurant or largescale kitchen that uses fruit and vegetables in delicious and healthy ways or a catering company that focuses on plant-based cuisine, a local producer who devotes extra care to protect their natural environment or some other organisation that has the We're Smart® DNA, ... they are all welcome members of the We're Smart family. As such, they will be included in the We're Smart® Green Guide as of 2021 and awarded the radish leaf symbol for their efforts. The principles behind the radish leaf are the same as those of the radishes but without the different rating "levels".



## 4 WE'RE SMART® AWARDS



### We're Smart® Top 100 Vegetables Restaurants

Every year, We're Smart® World publishes a ranking of the world's 100 best culinary vegetables restaurants. The more radishes the restaurant has, the higher their chance of being nominated. The list is ranked according to which restaurants apply the Think Vegetables! Think Fruit! philosophy and meet the radishes criteria most consistently along with the restaurant's general culinary prowess.

Chefs from around the world await the announcement with baited breath. For making the annual top 100 list features on the culinary bucket lists of many vege lovers worldwide. And at the top of the list – naturally – is the World's Best Vegetables Restaurant of the Year.



“René Mathieu is a pioneer in natural cuisine. He tastefully conjures up ingredients from the fields and forests around Château Bourglinster. With so much passion and talent in one person, this is justifiably the new global ‘place to be’ for creative vegetable cuisine.”

- Frank Fol, The Vegetables Chef®

(René Mathieu, Château de Bourglinster)

## 4 WE'RE SMART® AWARDS

### We're Smart® Top 10 Best Vegetables Restaurants (by country)

In 2021, We're Smart® World will also announce a National Top 10 for Belgium and the Netherlands. The aim is to offer talented chefs and restaurateurs the recognition they deserve while helping them inspire others around them to follow the same path. Over the next few years, the National Top 10 will be expanded to include other countries.

### We're Smart® Discoveries of the Year (by country)

Every year, the We're Smart® Green Guide recognises the efforts of new or recently opened restaurants. The Discovery of the Year award is only presented in countries that have at least 3 new discoveries with 4 radishes or higher. The nominations are made public throughout the course of the year. Restaurants can be nominated several times but can only win the award once.

### The We're Smart® Green Guide Most Delicious TV! TF! Menu of the Year

The We're Smart® World team visits a huge number of restaurants around the world every year. In their search for new Think Vegetables! Think Fruit! taste experiences, they come across a wealth of unique dishes and exciting creations. The best of those discoveries are included in the "Most Delicious Think Vegetables! Think Fruit! Menu of the year".

#### 4 WE'RE SMART® AWARDS

### We're Smart® Future Awards

The **We're Smart® World Future Awards** are part of the annual search for companies that make a difference in the world of fruit and vegetables. Think of companies that help people eat more fruit and vegetables or producers of sustainable packaging, businesses that develop new fruit and vegetable-based innovations or that promote a healthier lifestyle... Basically any company that launches exceptional products, innovations or other projects for a healthier, more ecological and more sustainable lifestyle can be nominated for a We're Smart® Future Award.



“More and more companies create innovative, tasty, and healthy vegetable drinks. But innovating a tomato juice in such a way that it gets a unique refined taste is an achievement! Two-star chef Nick Brill managed to do this.”

- Frank Fol, The Vegetables Chef®

(Nick Brill, The Jane)



“This is unique. A culinary magazine with a special focus on vegetable dishes and chefs who cook vegetables. Kachen Magazine is distributed internationally, in three languages, both in print and digitally! This medium may come from the small Luxembourg, but is great in its layout and content.”

- Frank Fol, The Vegetables Chef®

(Bibi Wintersdorf, Luxe Taste & Style Publishing)

## 4 WE'RE SMART® AWARDS

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### Product of the year:

We're Smart® World is always in search of new, high-quality products that promote delicious, plant-based eating.

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### Project of the year:

Organisations from all over the world are launching initiatives that can make a difference for the future. The We're Smart® Awards aim to give them the attention they deserve!

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### Personality of the year:

There are people who are genuine role models for others when it comes to the Think Vegetables! Think Fruit! philosophy. This award is an emphatic expression of gratitude for these heroes.

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### Communication of the year:

Sometimes a message, a campaign, an utterance or a vision can be so inspiring that they capture the imagination. Who will create this year's eyeopener?

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### Media of the year:

The media has an important role to play in spreading the message loud and clear. Every year sees new reports in print, online or on air that sing the praises of healthy, environmentally-conscious eating. This award rewards the media outlet that made the biggest impact in distributing the We're Smart® vision.

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### Innovation of the year:

Thanks to innovation, we are constantly discovering new products, new techniques and new flavours that are infused with the We're Smart® DNA. We're looking for the greatest gamechanger of the year.

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### Special Future Award:

This occasional award is only presented when there is a unique reason for doing so. It recognises a person or initiative that has made an exceptional contribution to a healthier, more ecological and more sustainable future.

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### World's Best Vegan Restaurant

Fruit and vegetables are put centre-stage at We're Smart® World. But for vegan restaurants that go the full 100%, we have created a separate international award. To draw even more attention to their emphatic decision in favour of sustainable cuisine. Every year we go in search of that one restaurant which combines culinary artistry with vegan principles in exceptional ways and inspires others in the process.

## 5 WE'RE SMART® PEOPLE & COMMUNITY

### We're Smart® Plantbased Untouchable

A "Plant-based Untouchable" chef is an example for all chefs and vegetable lovers around the world. The title is only bestowed on chefs who have made it into the We're Smart® Top 100 list at least twice in their career. They are then inducted into the We're Smart® Elders group which plays an advisory role within We're Smart® World. An Untouchable is no longer listed in the Top 100 list but is bestowed an honorary place that is hors categorie.



(Xavier Pellicer, Restaurant Xavier Pellicer)

“After 2 years of being awarded as the number 1 in the Best Vegetables Restaurant’s TOP100, vegetable chef Xavier Pellicer is an example for the entire chefs’ world! From now on he will enter the universe of the “Plant Based Untouchables”, the vegetable paradise.”

- Frank Fol, The Vegetables Chef®

### We're Smart® 5 Radishes Chefs Club

The We're Smart® Green Guide currently counts 79 restaurants with a much-coveted 5 radishes rating. This select group can justly call themselves the world's best vegetables restaurants. As of this year, they will be given even more recognition as members of the new and exclusive 5 Radishes Chefs Club. A group in and with which they can exchange ideas. Because the world's top chefs never stop being curious to learn more about the wonderful world of fruit and vegetables. As such, the club's inductees are genuine ambassadors who share their knowledge and insights with people and other chefs in their country or region via the We're Smart® Academy.



(Sang Hoon Degeimbre,  
L'air du Temps)



## 6 WE'RE SMART® ACADEMY

The demand for inspiration, knowledge and support surrounding the Think Vegetables! Think Fruit! philosophy is enormous, whether it be from restaurants or other food-related businesses that want to contribute to a healthier, more ecological and more sustainable world. Individual foodies are also curious to learn more about the wonderful world of plant-based cuisine. All the knowledge represented by We're Smart® World, its network of partners and the newly formed 5 Radishes Chefs Club is bundled together under the umbrella of the [We're Smart Academy](#).

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### We're Smart® Website

We're Smart® World's website is a veritable goldmine of information and knowledge about the Think Vegetables! Think Fruit! philosophy. Visitors can find descriptions of more than 50 different cooking techniques for fruit and vegetables along with a huge compendium of recipes and best practices. And the same goes for our other communication channels (newsletter, social media, We're Smart® TV, etc.), each of which offers a unique source of inspiration.

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### We're Smart Inspirations® - Club House

Want to stay up to date with the latest Think Vegetables! Think Fruit! developments, innovations and trends? Be sure to follow the We're Smart® Inspirations Clubhouse which hosts stimulating brainstorm sessions about the future of food and cuisine with members of the 5 Radishes Chefs Club and other specialists.

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### We're Smart® Webinars

The We're Smart® Academy also organises [monthly webinars](#) which not only showcase inspiring stories and demonstrations from 5 radishes chefs Club but also all kinds of information about plant-based cuisine (exclusive recipes, special techniques, innovative products, etc.) and sustainable practices (food waste, circular economies, leadership, etc.).

## 7 WE'RE SMART® SOLUTIONS

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### **We're Smart® Consulting**

We're Smart World offers guidance for food and hospitality businesses on how to put the Think Vegetables! Think Fruit! philosophy into practice. The services offered range from personalised support to referrals to partner companies. Examples of companies and projects that have profited from We're Smart® Consulting services include Exki, Ekomenu, Thalys, Greenyard, The Spreadmaker, Smaakbom®, Yoboo, Bonduelle, Florette, McCain, Château Mirwart, Ansolive, Carrefour, Grains Noirs, Jazz Gent, L'Artisane, Delici, Graanmarkt13 and others.

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### **We're Smart® Innovation Center**

The We're Smart Innovation Centre in Meldert/Hoegaarden is more than just the headquarters of We're Smart World but also the epicentre of numerous product innovations around fruit and vegetables.

Among the many innovations We're Smart® World is proud to have brought to fruition are Légumaise®, Follade®, Smaakbom®, Prickles® and Carrot Fever®.

## 8 WE'RE SMART® AGENDA 2021

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Jan - Dec 2021	<b>International Year of Fruits and Vegetables</b>
9 Feb 2021	<b>We're Smart World appointed SDG Voice (Belgium/United Nations) for a period of 1 year</b>
10 tem 16 May	<b>Fruit and Vegetable Week</b>
10 May	<b>Launch We're Smart Academy Launch 5 Radishes Chefs Club Announcement Fruit and Vegetable of the Year</b>
24 May, 16u00	<b><u>1st We're Smart® Academy webinar</u> with Frank Fol, Chairman of We're Smart World</b>
20 September	<b>Launch We're Smart® Green Guide 2021 Announcement Top 100 Vegetables Restaurants Announcement Top 10 Vegetables Restaurants (by country) Announcement We're Smart Discoveries of the Year (by country) Announcement We're Smart Plant-based Untouchable Announcement We're Smart Green Guide Most Delicious TV! TF! Menu of the Year</b>
21-25 November	<b>Announcement We're Smart® Future Awards for companies during <u>Horeca Expo Gent</u></b>

## 9 ABOUT FRANK FOL, THE VEGETABLES CHEF®



Chef Frank Fol – former chef/owner of Michelin star restaurant Sire Pynnock - has, for more than thirty years, been really passionate about vegetables and all produce growing on our earth and his cooking was very much geared towards the use of vegetables and fruit.

A former star chef in the Belgian culinary theatre, today he is an international consultant on healthy, equilibrated and vegetal (as often as possible but not systematically) food. He consults, coaches and teaches workshops all over the world.

Without going overboard, he will include meat, poultry and fish in his dishes, but will always remain one of the most ardent defenders of the cooking style "vegetables first, followed by the other products". However, his dishes are more than a match for the best gastronomic tables or the new trendy – read « healthy » - restaurants.

Whilst promoting his slogan « Think Vegetables! Think Fruit! », he travels around the world sharing his approach to the kitchen of today and tomorrow's kitchen with his peers.

It is also a way for him to increase his produce knowledge and to be inspired by a contemporary way of cooking with vegetables. This way of cooking is beneficial for our bodies and of course for the future of our planet and our children, that is our future!

Finally, he did start up We're Smart World on a national level some years ago, but in 2018 he decided to go international with this ambitious project.

After the « paper » versions, this spring, Frank Fol, his team and the many supporters and sponsors proudly present the online Green Guide We're Smart World ([www.weresmartworld.com](http://www.weresmartworld.com)). Add to this a smattering of personalities recognised for the dynamism and their 'green' projects both in Belgium and the rest of the world.

It is with great passion and hard work that he has managed to turn his passion and way of life in an objective for the future of our way of cooking.

« Today, living a healthy and balanced life, aiming for sustainable resources and the daily protection of our environment, our planet, has become a major concern worldwide. It has become a major concern, even a necessity of our daily life. New initiatives and other projects for our daily life and the future of our planet see the light of day on a daily basis in all corners of the globe. I see this personally not just in my own home country, but in all the places I visit in my travels around the world. It is that observation that inspired me even more to widen my approach with We're Smart® World and the Green Guide. For me and all the people I met on my travels, it is a basic necessity and a valorisation of the work all these people do to promote this philosophy , that I decided to call the project « Think Vegetables ! Think Fruit ! ».

For more info, see the [complete biography of Frank Fol](#).

Partners:



## 10 MEDIA & CONTACT

Twitter: @VegetablesChef

Facebook We're Smart World

Facebook Think Vegetables! Think Fruits@!

Facebook Frank Fol - The Vegetables Chef@

Facebook Frank Fol

Linkedin Frank Fol

YouTube We're Smart TV

Instagram: @frank\_fol\_the\_vegetables\_chef

#thevegetableschef #thinkvegetables #thinksmart #weresmartworld  
#thegreenguide #theweekoffruitsandvegetables

Instagram: @best\_vegetables\_restaurants

#weresmartgreenguide #bestvegetablesrestaurants #weresmarttop100  
#weresmartacademy #weresmartawards

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