



**we're  
SMART**

**THINK VEGETABLES! THINK FRUIT!®**

**[www.weresmartworld.com](http://www.weresmartworld.com)**

## **PRESS FILE September 2020**



**TOP 100 We're Smart® Best Vegetables Restaurants of the World 2020**



**We're Smart® Future Awards 2020**



**We're Smart® Best Vegetables Restaurants 2020 in Belgium, Canada, Denmark, Finland, France, Italy, Japan, the Netherlands, Peru, Russia, Spain, the United Kingdom and the United States**



**We're Smart® Person of the Year Award 2020**



**We're Smart® Best Vegetarian Restaurant 2020**



**We're Smart® Best Vegan Restaurant 2020**



# we re SMART®

THINK VEGETABLES! THINK FRUIT!®

[www.weresmartworld.com](http://www.weresmartworld.com)

## TABLE OF CONTENTS

**We're Smart® Awards: Introduction 3**

**We're Smart® TOP 100 Best Vegetables Restaurants in the World 2020 4**

**We're Smart® Future Awards 6 - 8**

**We're Smart® Best Vegetables Restaurants 2020 in Belgium, Canada, Denmark, Finland, France, Italy, Japan, the Netherlands, Peru, Russia, Spain, the United Kingdom and the United States 9 - 13**

**We're Smart® Person of the Year Award 2020 & Plant-Based Untouchables 14**

**We're Smart® Best Vegetarian Restaurant 2020 15**

**We're Smart® Best Vegan Restaurant 2020 15**

**About We're Smart® 16 - 17**

About Frank Fol, the Vegetables Chef®

Become a We're Smart® Inspector!

Wild Cooking, a free recipe book

Social media links

**Contact 18**



# We're Smart® Awards Introduction



The We're Smart® Green Guide and the We're Smart® Awards are aimed at encouraging people to use fruit and vegetables in creative ways and in so doing, **promote a healthier, better, and smarter world.**

The **unveiling of the world's best vegetables restaurants, chefs, and companies** by the We're Smart® community fills the culinary world with anticipation every year. The awards recognise the incredible creativity and vision of the best practitioners from the culinary world of vegetables.

Every year, the **We're Smart® Green Guide 2020** evaluates hundreds of restaurants worldwide. Each restaurant receives a rating, ranging from 1 to 5 **radishes**, based on its creative use of seasonal ingredients, the percentage of fruit and vegetable-based dishes on the menu and a number of sustainability criteria related to

socially and environmentally responsible activities.

On September 21, We're Smart® announces the Future Awards, the **TOP 100 Best Vegetables Restaurants in the World, and the Best Restaurants in Belgium, Canada, Denmark, Finland, France, Italy, Japan, the Netherlands, Peru, Russia, Spain, the United Kingdom and the United States.**

Earlier in May, We're Smart® hosted an online event that marked the start of the International Fruit and Vegetable Week. Here, the **Best Vegetarian Restaurant 2020 and Best Vegan Restaurant World 2020** were revealed: respectively Culina Hortus and Vanilla Black.

In this press file, you can find more information about all the winners of the We're Smart® Awards 2020.



# We're Smart® TOP 100 Best Vegetables Restaurants in the World 2020

We have been choosing the Best Vegetables Restaurants since 2009. To make a selection, we judge the restaurants on:

- the creativity and taste of the dishes made with fruit and vegetables
- the percentage of vegetables in the dishes and the entire meal
- the ecological and sustainable measures
- the human aspect, such as respect for the team and the guests
- the communication approach
- the choice of the right ingredients in the right season.

The more a restaurant meets these criteria, the more radishes it gets. The Best Vegetables Restaurants in the World can be found in the TOP 100.

These 5-radishes restaurants earned a place in the TOP 10:

1. **La Distillerie** (Bourglinster, Luxembourg) - Chef René Mathieu.



*"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®

2. **Vrijmoed** (Ghent, Belgium)  
Chef Michaël Vrijmoed



3. **Bord'eau** (Amsterdam, the Netherlands) - Chef Bas van Kranen



4. **Piazza Duomo** (Alba, Italy)  
Chef Enrico Crippa



5. **L'Oustau de Baumanières**  
(Les Baux-de-Provence, France)  
Chefs Jean-André Charial and Glen Viel



6. **L'Arpège** (Paris, France)  
Chef Alain Passard



7. **Graanmarkt 13** (Antwerp, Belgium)  
Chef Seppe Nobels



8. **HumusxHortense** (Brussels, Belgium)  
Chef Nicolas Decloedt



9. **Arabelle** (Marcin, Belgium)  
Chef Arabelle Meirlan



10. **Joia** (Milan, Italy)  
Chef Pietro Leeman



©kachenmagazine

**La Distillerie** (Bourglinster, Luxembourg)  
Chef René Mathieu.



## Facts & Figures

# TOP 100 Best Vegetables Restaurants in the World

- 24 different countries in the TOP 100
- Top 10 countries with the Best Vegetables Restaurants in the World:

1	Belgium	17
2	France	13
3	The Netherlands	10
4	USA	9
5	UK	7
6	Spain	6
7	Japan	6
8	Italy	5
9	Denmark	5
10	Peru	4

[You can find the full TOP 100 here](#)

# We're Smart® Future Awards

Every year, **We're Smart® World** looks for fruit & vegetable companies that will make the difference in the future. These companies may help people eat more vegetables and fruit, deal with sustainable packaging, develop vegetables and fruit innovations, or stimulate us to live healthier and smarter. If a company launched exceptional products, innovations, or projects for a more ecological and sustainable lifestyle, it is eligible for the Future Awards.

The **We're Smart® Future Award** winners of 2020 are:

## PRODUCT of the year:

**Mary V by Nick Brill**



©kachenmagazine

*"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®

## PROJECT of the year:

**Luxair 80/20**



©kachenmagazine

*"Vegetable chef René Matthieu (5 radishes) has put together an on-flight menu for Luxair that contains both 100% vegetable dishes and dishes that are 80% vegetable and contain only 20% proteins. Luxair shows how airline food can be done differently. With this award, we are happy to support their bold strategy."*

Frank Fol, The Vegetables Chef®



©kachenmagazine

## MEDIA of the year:

### Kachen Magazine

*"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®



©kachenmagazine

## INNOVATION of the year:

### Pretexte

*"In our search of exceptional taste innovations, we came across the interesting products of Pretexte. The company started with two products: a vegetable cheese substitute and a vegetable spread made from plain cheese made of nuts. They are not only tasty, but also useful both at home and for the restaurant kitchen. According to the jury, these kinds of products have great potential for the future."*

Frank Fol, The Vegetables Chef®



## COMMUNICATION of the year:

### From Waste to Taste

*"The jury was charmed by the broad approach of 'From Waste to Taste'. This organization wants to reduce the amount of food waste. In the initial phase, the project established a waste collection network of food producers and retailers and started in Helsinki with Loop, Finland's first waste restaurant. In addition, the project raises awareness about the reduction of food waste and climate change."*

Frank Fol, The Vegetables Chef®





©kachenmagazine

### **SPECIAL FUTURE AWARD:**

#### **Sang Hoon Degeimbre**

Pioneer Plant Based Fermentation



*“Sang Hoon Degeimbre - San for the friends - is a pioneer! And we need pioneers like him to change things. Sang Hoon rediscovered kimchi, the age-old preservation technique of his birth country Korea, and put it back on the map both nationally and internationally. This Special Future Award is therefore a well-deserved recognition!”*

Frank Fol, The Vegetables Chef®



# We're Smart® Best Vegetables Restaurants 2020 in Belgium, Canada, Denmark, Finland, France, Italy, Japan, the Netherlands, Peru, Russia, Spain, the United Kingdom and the United States



Each country has its own food culture, which is constantly evolving. That is why we also take a look at the Best Vegetables Restaurants in specific countries with several high-quality vegetables restaurants (at least 4 radishes). The best restaurants in Belgium, Canada, Denmark, Finland, France, Italy, Japan, the Netherlands, Peru, Russia, Spain, the United Kingdom and the United States receive a special award because of their exceptional food combinations, overall sustainable approach and focus on vegetables and fruit.



©kachenmagazine

## Belgium: Bon Bon, Brussels



*"I am grateful for receiving the award for the Best Vegetable Restaurant in Belgium because I believe that this is the right direction for restaurants in the future. Plants have so much to teach us and especially inspire creativity. I follow the rhythm of nature, to respect the production of our gardeners. We cook the vegetables when they are at the TOP of their maturity. It is the garden that dictates creation and desires. May your food be your remedy."*

Chef Christophe Hardiquet

*"Christophe Hardiquet blew us away with his 100% vegetable menu!"*

Frank Fol, The Vegetables Chef®





**Danmark: Geranium, Copenhagen**



*“Thank you so much for this lovely honor.”*

Virginia Newton, Director of Media Relations & Special Events, Geranium

*“The sophistication and conviction with which vegetable chef Rasmus Kofoed brings his guests to vegetable heaven is exceptional! Do we need to say more?”*

Frank Fol, The Vegetables Chef®

**Finland: Grön, Helsinki**



*“We truly appreciate this award a lot - since vegetables play a leading role in our cuisine. We will continue cooking and finding even better ways of making plants even more exciting and inspiring!”*

Chef Toni Kostian



**Canada: Langdon Country House, Ontario**



*“From the garden unto the plate is no empty promise in Langdon Country House. Jason Bangerter finds a perfect habitat here. We see it in his new vegetable creations, both top in taste and in balance!”*

Frank Fol, The Vegetables Chef®



*“Things are moving tremendously in Finland. We can say with conviction that today Grön goes furthest with sustainability: he uses only seasonal products, focuses on vegetables, masters the art of fermentation, and incorporates organic and wild ingredients!”*

Frank Fol, The Vegetables Chef®



**France: Le Clos des Sens, Annecy**



*“Receiving this international award is a great honour. This award puts things in the right direction. It’s essential that there is an award like this. Congratulations for what you are doing with We’re Smart® World.”*

Chef Laurent Petit

*“Think Vegetables! Think Fruits! is in the DNA here. Les Clos des Sens was the discovery of the year in France for us.”*

Frank Fol, The Vegetables Chef®



©kachenmagazine

**Italy: Chef Luigi Taglienti, Milano**



*“I’m so proud to receive this important award. Thank you to all my staff! We are inspired by the chance of moving a vegetable from its usual place, to combine it through new harmonies, completely unusual and unexpected, giving it back its proper gastronomic dignity: this is our “new” avant – garde.”*

Chef Luigi Tagliente

*“We hope that the “vegetable” enthusiasm of Luigi Taglienti will become a general trend in Italy! He can certainly serve as an example. Top experience with room for extra refinement!”*

Frank Fol, The Vegetables Chef®



**Japan: Inua, Tokyo**



*“Thank you so much for this beautiful recognition! For us, running an almost entirely plant-based restaurant means to discover the region you are in, in our case Japan. From the mountains to the fields, the shoreline to the sea and below the sea, and everything in between. Here we discover all the nuts, the seeds, the roots, the fruits and the vegetables. In our opinion, the variety of flavours and textures is incredibly diverse.”*

Chef Thomas Frebel

*“Vegetable chef Thomas Frebel succeeds in flavoring top vegetable ingredients in the right way. The surprise of the year in Japan for 2020!”*

Frank Fol, The Vegetables Chef®



**Peru: Statera, Lima**



*“André Patsias' kitchen is a true discovery. Colorful, distinct, crispy, innovative and with lots of vegetables! We are happy to encourage this... Peru has a new exemplary restaurant!”*

Frank Fol, The Vegetables Chef®



**Russia: Twins Garden, Moscow**



*“We're Smart® World is pleased to present an Award for Best Vegetables Restaurant in Russia for the first time. Twins Garden is a gem and an example that everyone should get to know!”*

Frank Fol, The Vegetables Chef®



**Spain: Gatblau, Barcelona**



*“This award is a huge recognition that reaffirms us in our omnivorous gastronomy. We use and promote seasonal products, organic and local. For us, a vegetable-based cuisine is a fundamental part of sustainable cuisine. Claiming the value of each vegetable and its uniqueness is key to build alimentation with less ecological impact.”*

Chef Josep Capell

*“Barcelona is spoiled for choice with the best vegetable chefs in the country. Gatblau can certainly be counted among the new discoveries with their creativity and thorough pursuit of sustainability. As far as we are concerned, it's the Best Vegetables Restaurant for Spain in 2020!”*

Frank Fol, The Vegetables Chef®



©kachenmagazine

**The Netherlands: De Nieuwe Winkel, Nijmegen**



*“Winning the award for Best Vegetable Restaurant 2020 in the Netherlands is a great honor. For the last 9 years we have mainly worked with plants, which has proven to be quite a challenge. Since our recent move to a new location we're getting more attention and appreciation than ever before. A big thank you to everyone who's been involved, and most importantly, our producers. We couldn't have done it without them.”*

Emile van der Staak, Chef De Nieuwe Winkel

*“All their fellow vegetable chefs put the chef at De Nieuwe Winkel forward as the new vegetable wizard and we truly enjoyed this unique experience in Nijmegen.”*

Frank Fol, The Vegetables Chef®



**United Kingdom: Lyle's, London**



*“For years this has been one of our favorite restaurants in London. Simplicity and the taste of the seasonal product are central. Again and again, it's an amazing experience to enjoy vegetables here!”*

Frank Fol, The Vegetables Chef®



**United States: Eleven Madison, New York**



*“Fruit and vegetables really get a special treatment. What a party, what a finesse. This gives “plant based” a new meaning.”*

Frank Fol, The Vegetables Chef®

# We're Smart® Person of the Year Award 2020 & Plant-Based Untouchables



The winner of the Person of the Year Award 2020 is **Xavier Pellicer (Healthy Kitchen, Barcelona)**.

But that is not all. For the first time in history, the Person of the Year will join the universe of the "Plant-Based Untouchables," a real vegetable paradise with a selection of the best vegetables chefs in the world. Once a chef receives this honour, he or she is no longer eligible for the Best Vegetables Restaurants TOP100, as he has risen beyond this classification.

*"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® Best Vegetarian Restaurant 2020

Culina Hortus, Lyon (France)



*"For the whole team and myself, this award represents a recognition of the work accomplished throughout the year. This award rewards our regularity, our involvement and our love of a job well done for our customers. It's a great pride. We are honored to receive such an award. Like all chefs, I am passionate about the product: it is the greatest source of inspiration. Plants inspire me with their diversity of variety, tastes, colors and textures."*

Chef Adrien Zedda

*"Adrien Zedda may only be in his twenties but he can still count himself one of the finest vegetable chefs in the world. And at Culina Hortus, he transforms vegetables into a veritable feast with exceptional creativity, resulting in refined, well balanced, healthy and above all delicious dishes. Well-deserved We're Smart® Best Veggie in the World 2020 and going from 4 to 5 radishes!"*

Frank Fol, The Vegetables Chef®

## We're Smart® Best Vegan Restaurant 2020

Vanilla Black, London, Holborn (UK)



*"As a team we are passionate about pushing the boundaries of cuisine using vegetables. This award is something which inspires us to push on and take the creativity further."*

Chef Andrew Dargue

*"A fantastic demonstration that vegan can also be haut cuisine. The surprising combinations, textures and flavours at Vanilla Black – without a shred of meat to be seen – are enough to convert even the most staunch carnivore. The We're Smart® Best Vegan Restaurant in the World 2020 and 5 strong radishes for Andrew Dargue and his team."*

Frank Fol, The Vegetables Chef®

## About We're Smart®

We're Smart® World is the undisputed reference in the culinary world of vegetables. The brainchild of Frank Fol, the famous Vegetables Chef®, the organisation recognises the world's best vegetables restaurants and chefs via the annual We're Smart® Green Guide and We're Smart® Future Awards. As such, We're Smart®

World aims to encourage the evolution of society towards smarter solutions for our bodies, nature and the world.

Guidance & solutions for a healthier & better world: [www.weresmartworld.com](http://www.weresmartworld.com)

## About Frank Fol, the Vegetables Chef®



Chef Frank Fol – former chef/owner of Michelin star restaurant Sire Pynnock - has, for more than twenty-five years, been really passionate about vegetables and all produce growing on our earth. His cooking has always been 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.

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

*« 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. 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 ! ».*

**Full biography Frank Fol, the Vegetables Chef®**

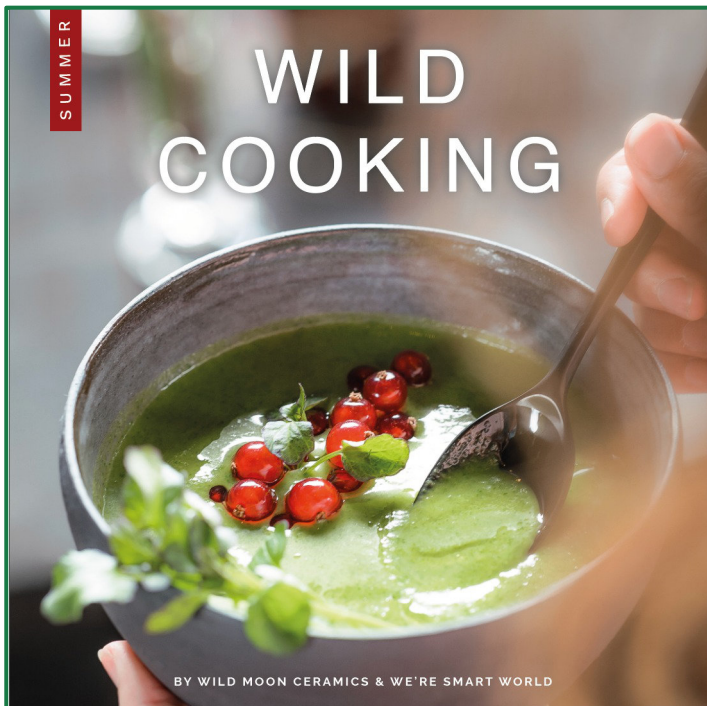


## Become a We're Smart® Inspector!

Want to witness We're Smart® World's activities from the front row? Sign up to become an ambassador. You will receive monthly updates on everything to do with delicious, healthy, sustainable and ecological food as well as what it means to run a responsible business, develop

future-oriented solutions and work towards a smarter world. As a We're Smart® Ambassador, you are also in pole position to take part in the free We're Smart® Academy, growing from Influencer to Expert to officially recognised Inspector.

## Wild Cooking, a free recipe book



**We're Smart® World & Wild Moon Ceramics** created a cookbook together, called **WILD COOKING.**

A unique online cookbook with undiscovered culinary gems for your next meal.

Everything revolves around an original flavour and taste experience for just the right atmosphere. This all in combination with an artisan passion and innovative vegetable cooking.

Together with the right local partners and products, who are always looking for that little bit more, are challenging and have top quality as a basis to make a difference, we have created the "wild" recipes.

The recipes of **Frank Fol**, on the plates of **Wild Moon**, photographed by **Wim Demessemaekers.**

Together they assure you will create the most perfect, unique mix that you could've ever imagined at home...



## Social media links

Facebook page We're Smart<sup>®</sup> World

<https://www.facebook.com/weresmartworld/>

Facebook online event 21 September

<https://www.facebook.com/events/348180906189622/>

Instagram We're Smart<sup>®</sup> World

<https://www.instagram.com/weresmartworld/>

Twitter We're Smart<sup>®</sup> World

<https://twitter.com/VegetablesChef>

Youtube We're Smart<sup>®</sup> World

<https://www.youtube.com/channel/UCqfp3t4J48rclIHjyRdsQBA>

## Contact

**Press:**

Saar Dietvorst

+32 468 19 75 07

[Saar@manley.eu](mailto:Saar@manley.eu)

**We're Smart<sup>®</sup>:**

[info@weresmartworld.com](mailto:info@weresmartworld.com)

