



PRESS FILE

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1 WE'RE SMART® WORLD



the road to and solutions for a healthier and better world

Frank Fol
founder We're Smart 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 Think Vegetables! Think Fruit! philosophy 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.

In 2021, We're Smart World was appointed by the Belgian government as a **UN Sustainable Development Goals Ambassador** (SDG-voice). These goals have been set among other things to combat poverty and create a healthier world.

2 OFFICIAL SDG VOICE BELGIUM



We're Smart® World appointed UN Sustainable Development Ambassador

We're Smart® World has been appointed by the Belgian government in 2021 as one of the UN's official SDG-Voices, the ambassadors for the Sustainable Development Goals. 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 in the next 15 years. 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

Help end hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Goal 3 - GOOD HEALTH AND WELL-BEING

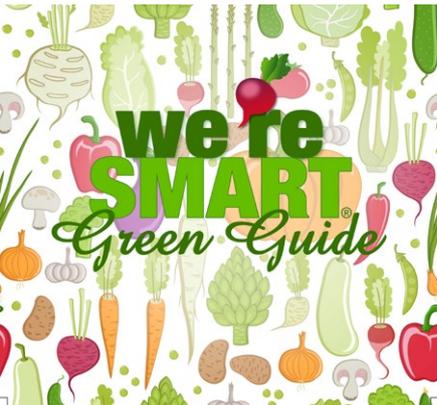
Ensure healthy lives and promote well-being for all at all ages.

Goal 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns.

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. 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 to vegetables restaurants in the Benelux now contains 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.

The We're Smart® Green Guide includes separate sections for culinary restaurants on the one hand and food concepts such as chains and catering 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. A vegan symbol is also used.



“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. The We're Smart® Green Guide introduced the Radish Leaf symbol to recognise their efforts.

Nieuw: We're Smart Vegan symbol



More and more restaurants also offer vegan dishes. For them, the We're Smart® Green Guide is including a vegan symbol as of 2022.

4 WE'RE SMART® AWARDS



We're Smart® Top 100 Vegetables Restaurants

Every year, We're Smart® World publishes a list 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 vegetable lovers worldwide. And at the top of the list – naturally – is the World's Best Vegetables Restaurant of the Year.



4 WE'RE SMART® AWARDS



Chefs **Xavier Pellicer, Jonas Haegeman, Laurence Haegeman, Ricard Camarena, Frank Fol, Michelangelo Mammoliti, Michaël Vrijmoed, Jérôme Jaegle, Emile van der Staak, René Mathieu**

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

We're Smart® World will also announce a **National Top 10**. 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.

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

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



Rob Baan



HomeForest

We're Smart® Future Awards

The We're Smart® World **Future Awards** are part of the annual search for companies that make a difference. 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.

4 WE'RE SMART® AWARDS

Product of the year:

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

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!

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.

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?

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.

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 game-changer of the year.

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.

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 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.



Chef **Xavier Pellicer**,
Restaurant Xavier Pellicer (Spanje)



Chef **René Mathieu**,
Château de Bourglinster (Luxemburg)

We're Smart® 5 Radishes Chefs Club



The We're Smart® Green Guide currently counts 100 restaurants with a much-coveted 5 radishes rating. In other words, these are the world's best vegetables restaurants. They are awarded an exclusive place in the 5 Radishes Chefs Club, where they can exchange their vision and 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.

6 WE'RE SMART® ACADEMY



The demand for inspiration, knowledge and support surrounding the Think Vegetables! Think Fruit! philosophy among restaurants, companies and foodies wanting to contribute to a healthier, more ecological and more sustainable world is high. We share all our knowledge via the [We're Smart Academy](#).



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 52 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.

We're Smart® Webinars

Regularly, the [We're Smart Academy](#) also organises 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

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®, Bonduelle, Florette, McCain, Château Mirwart, Ansolive, Carrefour, Grains Noirs, Jazz Gent, L'Artisane, Delici, Graanmarkt13 and others.

We're Smart® Innovation Center

The We're Smart® Innovation Centre in Meldert/Hoegaarden is 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 FRUIT AND VEGETABLE OF THE YEAR

For 2022, the **raspberry** has been chosen as Fruit of the Year while the **tomato** 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.



9 FRUIT AND VEGETABLE WEEK

International Fruit and Vegetable Week

runs from 2 to 8 May 2022.



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.

10 WE'RE SMART TV SHOWS



Frank Fol and Ilse De Vis

Every week, the Belgian television show '[De Keukentafel](#)' goes in search of inspiring stories about sustainability, the food of the future, innovation, logistics and the related industry. The programme turns the spotlight on over forty Belgian companies. Viewers find out about sustainable initiatives and companies in and around the world of nutrition. What can we learn from them, or how can they inspire us? 'De Keukentafel' digs deeper into the value chain from soil to plate and from plate to soil.

Ten We're Smart Heroes talk about their experiences, the pitfalls, the motivations, their own goals and their successes along the way to more sustainable entrepreneurship. What do they do for a better world? Who are their examples? What can we learn from sustainable initiatives and companies?

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 GrainGeneration, The Color of Taste, [The Arqan Premium Chefs](#), The Foodwizards, Culinary Architect and more.

11 WE'RE SMART® CALENDAR 2022

2 - 8 May	Fruit and Vegetable Week
september	Announcement of Discovery Awards nominations
10 to 12 Oct.	Hotel Schools Competition: The Green Chefs Battle BBB Maastricht (Netherlands)
31 October	Announcement of Future Awards
8 November	Launch of We're Smart® Green Guide during <u>Gastronomic Forum Barcelona</u> (Spain) Announcement of We're Smart® Awards during <u>Gastronomic Forum Barcelona</u> (Spain)
9 November	We're Smart® Cooking workshops with Chef Emile van der Staak (De Nieuwe Winkel, Nijmegen, Netherlands), Chef René Mathieu (La Distillerie, Luxembourg) Chef Rodrigo de la Calle (Virens, Barcelona, Spain) during <u>Gastronomic Forum Barcelona</u> (Spain)



12 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!

Frank Fol on his life's work: “As many people as possible have to be made aware so as to pay attention to our future. 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. My aim in doing so is to recognise all the people I met on my travels for all their work on this philosophy that I decided to call ‘Think Vegetables! Think Fruit!’.

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



