



we're smart[®]

with GREENYARD

24 October 2023

info@weresmartworld.com

weresmartworld.com



Foreword of chairman Frank Fol

The road to and solutions for a healthier and better world. That's the why.

PAGE 2



About the We're Smart Green Guide 2023

With 1.200 restaurants in almost 50 countries, the guide is growing every year

PAGE 11



In this edition 2023 of the We're Smart newspaper you will find information about the We're Smart Awards 2023, the new look and feel of We're Smart, The Top 10 Lady Chefs world, the Radilicious book and much more...

NEW We're Smart TOP 100 2023

Every year, We're Smart[®] publishes a ranking of the 100 best vegetable restaurants in the world. The higher your radish score, the more chance you have of being included. Ranking is based on the most consistent application of the Think Vegetables! Think Fruit![®] Philosophy and the general guidelines surrounding the rating of We're Smart[®] Green Guide Radish restaurants.

PAGE 12

INDEX WE'RE SMART NEWSPAPER

- Foreword p.2
- About Greenyard p.3
- Guest region: Brussels Capital Region..... p.3
- We're Smart® soul story p.4
- New look and feel p.5
- Introducing podcasts..... p.5
- Radilicious book p. 6
- We're smart® Future Awards 2023 p. 8
- We're Smart® Discovery Award winners.....p. 9
- We're Smart® TOP 10 Best Vegetables Lady Chefs world.....p.10
- We're Smart® Green Guide p.11
- We're Smart® TOP 100 World p.12
- We're Smart® TOP 10 by country..... p.14
- We're Smart® Untouchables p.17
- We're Smart® General Guidelines p. 18
- We're Smart® The team..... p. 19



Foreword

It's that time again, the annual launch of the We're Smart® Green Guide.

Having travelled the world for months, the We're Smart team is very proud to introduce to you the new discoveries and the new pure plant toppers. You can find everything in the We're Smart Newspaper!

Chairman Frank Fol

About Greenyard



Pure. Plant. Power.

Three words that capture Greenyard's essence. We are a pure-plant foods company, rooted in the natural greatness of fruits and vegetables. And in a world where the future of food is pivoting towards this pure-plant cuisine,

Greenyard and We're Smart are in a unique position to boost this inevitable culinary revolution. Increasing the consumption of pure-plant foods is the only way forward to meet the needs of a growing global population, projected to reach 10 billion by 2050.

Greenyard is at the forefront of healthier and sustainable food systems. Our core products are fruits and vegetables, always close to crop: pure-plant. It is a well-defined food category deserving a central place on every plate. It sets us apart from terms like "vegan" and "plant-based", which often misrepresent the essence of unprocessed, nutritious and natural foods. Our commitment is clear: we promote the increased consumption of fruits and vegetables for a healthier future. The complementarity of Greenyard's fresh, frozen, and prepared divisions further reinforces this. Providing high-quality and convenient products for everyone, at every moment and for every occasion.

In our partnership we amplify our joint commitment to promoting sustainable and healthy eating. An essential aspect of this commitment is recognizing the leading and inspiring role that gastronomy plays. Together, we encourage and inspire millions of consumers worldwide to make smarter food choices. Better choices for people and for our planet. Our collective aspiration is to inspire individuals to adopt pure-plant foods, offering accessible and straightforward pure-plant food experiences while innovating in the realm of pure-plant cuisine.

With Greenyard's sponsorship, We're Smart gains a like-minded partner. Together, we will nurture and innovate for a better world by championing the pure power of plants, making it the undeniable future of food.

Hein Deprez,
Co-CEO Greenyard



Guest region: Brussels Capital Region

The Brussels Capital Region is this year's proud host city for the presentation of The We're Smart® World Awards. For this edition with our famous Frank Fol, The Vegetables Chef® as the driving force, we are also putting the spotlights on Brussels. The Award Ceremony will take place at the unique Vaudeville Theatre in the iconic Queen's Gallery. Our region happens to be an excellent place to find sustainable and ecological food. The programme includes several must-attend events focussing on cooking with vegetables. But the city itself also has plenty to offer: architecture, art, culture and, of course, a finger-licking restaurant life. I also recommend all guests at The We're Smart World Awards to visit the latest jewel in the Brussels' crown: the Belgian Beer World in the former Beursgebouw. Welcome to We're Smart!



The Brussels Capital Region is this year's proud host city for the presentation of The We're Smart® World Awards. For this edition with our famous Frank Fol, The Vegetables Chef® as the driving force, we are also putting the spotlights on Brussels. The Award Ceremony will take place at the unique Vaudeville Theatre in the iconic Queen's Gallery. Our region happens to be an excellent place to find sustainable and ecological food. The programme includes several must-attend events focussing on cooking with vegetables. But the city itself also has plenty to offer: architecture, art, culture and, of course, a finger-licking restaurant life. I also recommend all guests at The We're Smart World Awards to visit the latest jewel in the Brussels' crown: the Belgian Beer World in the former Beursgebouw. Welcome to We're Smart!



Photo: Minister Sven Gatz

Soul story

We're Smart

Around the world, a new movement is rapidly gathering momentum; one founded on a belief in the power of food. Not only to sustain our own bodies, but to nourish our communities, our societies, and our planet.

At We're Smart, we're devoted to unleash that power, championing the cause of healthy, ethical and sustainable eating. At every level of the food industry. In every corner of the globe. Together with chefs, restaurants, producers, distributors, retailers and regulators, we're here to promote smart solutions. For ourselves, for future generations, and for the wider world on which we all so fundamentally depend.

At We're Smart, we believe that any truly sustainable food culture must place fruit and vegetables centre stage, which is why everything we do is aimed at fuelling the global plant-based movement and supporting those who drive it forward. From the We're Smart Awards that recognise the world's best vegetables restaurants. To the yearly We're Smart Green Guide that ranks them from 1 to the highly prized 5 radishes. We help businesses get the most out of local, seasonal and sustainable produce. We guide food lovers on all 6 continents to where they are served with creativity and flair, and we bring individuals and organisations together who share our vision on the future of food.

Building upon the international reputation of founder Frank Fol, renowned as The Vegetables Chef®, We're Smart combines the passion, creativity and expertise of stakeholders from across the food industry with the visibility, credibility and strength of a truly global network. With a recipe that will guide us to a better world, we have all the key ingredients to push pure plant eating forward and inspire the world to the Think Vegetables! Think Fruit!® philosophy. Today and tomorrow.

We're Smart®

Serving the future of food



**SERVING
THE FUTURE
OF FOOD** 

New look and feel for We're Smart

Because of the exponential growth within the We're Smart movement, some form of restructuring of the different parts of We're Smart was necessary. This fact also caused consideration to be given to rebranding within this framework, making the We're Smart structure clearer in the future. A rebranding that also moves with the times, more modern and yet more timeless. Many hours were spent on brainstorming sessions, a lot of time was put into the development of the new radishes logo and related corporate identity. In any case, we are delighted with the new look and feel and strongly hope that you think so too.

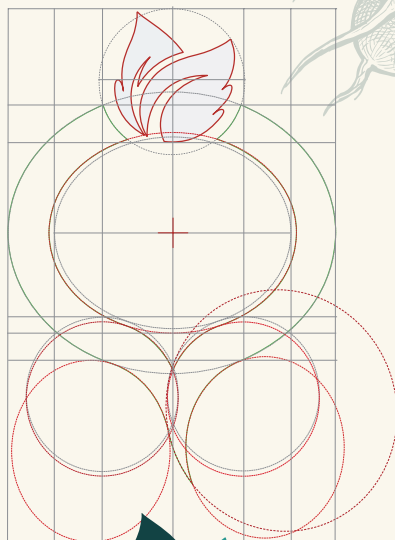
Introducing podcast

"We at Edible Planet Ventures are absolutely delighted to announce our partnership with We are a Smart World and Naked Innovations for the launch of The Green Spoon series on the FoodTech Junkies Podcast. This collaboration epitomizes the intersection of culinary creativity, technological innovation, and sustainability. Together, we aim to drive meaningful conversations that not only satisfy our listeners' intellectual appetite but also propel the global community towards a more sustainable and delicious future. We believe this podcast will serve as a catalyst for change, encouraging individuals and industries to embrace the plant-based and eco-friendly revolution that is essential for our planet."

Sharon Cittone, Founder/CEO,
Edible Planet Ventures



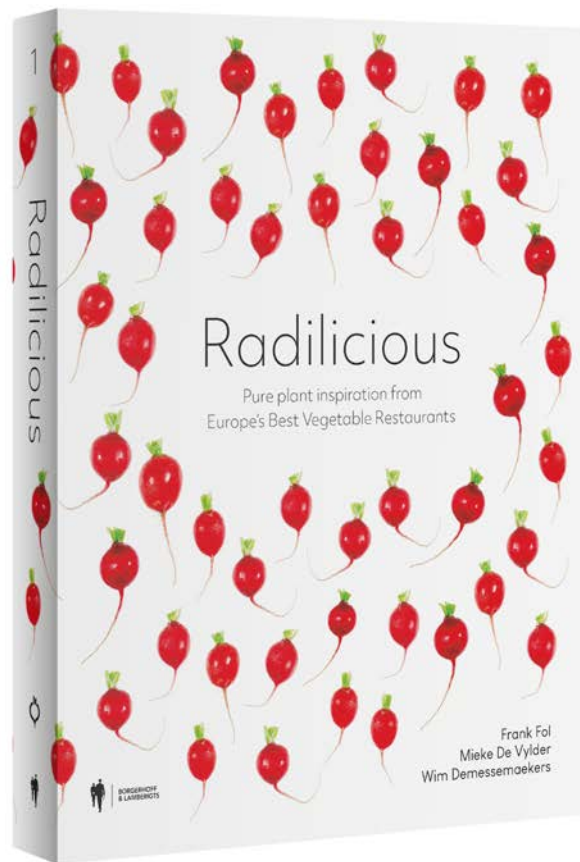

we're smart



Radilicious book N°1

Discover a world of virtuoso creativity in which fruit, vegetables, herbs and flowers take centre stage on the plate. Twenty of the best vegetable restaurants in Europe tantalise your senses with pure nature.

You are treated to the inspiring and revolutionary story of chefs who are creating a future that tastes utterly sublime. In 100 signature recipes, they reveal the secrets for elevating plant-based cuisine to gastronomic heights. An appetiser on a delectable journey in which we nourish ourselves and nature with that which is delicious, healthy and sustainable. That whets your appetite for more.



1. Aards Paradjs

Leek flower stem

SERVES 4

Leek flower stem

4 leek flower stems or leek asparagus
1 tsp fennel seeds
1 tsp aniseed
5 cl olive oil

- Peel the lower part of the leek asparagus and keep the green part whole, just like regular green asparagus. Cook in salted water until al dente, slice the green part. Briefly fry the vegetables in the pan with olive oil and a few fennel seeds and aniseed.

Green leek oil

½ litre of olive oil
Leek green from 2 leek stalks

- Blanch the leek green and blend with the olive oil for about 15 minutes in the Thermomix at 70 °C to obtain a nice bright green oil.



Broad bean koji

Aspergillus oryzae (Koji mould)
250 g fresh double-podded broad beans
100 g plant-based butter

- Steam half the broad beans and allow to cool to about 36 °C, add the Aspergillus oryzae and mix well. Leave in a humid, warm room with a constant temperature of about 36 °C for 5 days to allow a nice aromatic layer of mould to develop. Add the butter and blend until smooth in the Thermomix.
- Steam the other half of the broad beans and mix until smooth with the cream from the previous step. The first, slightly more acidic cream and the second, sweeter cream form an original complex balance of flavours.

Finishing

Allium flowers

- Pour the leek oil onto a deep plate, place the leek flower stems on top. Finish with the flowers.



Order the Radilicious book

Let your senses be tantalized by Wer'e Smart European Best Vegetable chefs! In this impressive book, twenty 5 radishes chefs take you on an exciting, culinary adventure in pure plant-based cuisine. 'Radilicious' brings their inspiring and revolutionary stories and serves up the limitless flavors and possibilities of pure plant-based in 100 delectable recipes. This book, in collaboration with We're Smart, goes beyond a cookbook. It is a testament to the growing, global passion for unforgettable, culinary experiences with which we feed ourselves and nature. Be inspired by more than 400 pages of creativity and a future in which fruits and vegetables play the leading role.



photography by Wim Demessemaekers



Scan QR and order the book



Are you interested to participate in Radilicious N°2

If you are listed in the We're Smart Green Guide with 5 radishes you can subscribe for a second edition of the book. Just scan the QR-code and register.

Scan QR and register





FUTURE AWARDS WINNERS 2023

we're smart.

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.



PERSON OF THE YEAR 2023
Paul Newnham
 Chef's Manifesto
 (South Africa/Germany)



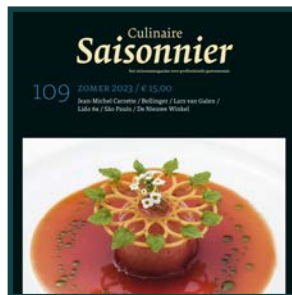
PRODUCT OF THE YEAR 2023
Arqan Argan oil
 The Liquid Gold
 (Morocco)



PROJECT OF THE YEAR 2023
Winning Foods
 Lego for Food!
 (Benelux)



INNOVATION OF THE YEAR 2023
Scelta Inside - Mushroom Salt
 (The Netherlands)



MEDIA OF THE YEAR 2023
Saisonnier Magazine
 (Belgium)



COMMUNICATION OF THE YEAR
2023 Week Without Meat
 (Benelux)



SPECIAL FUTURE AWARD OF THE YEAR 2023

Jean-André Charial -
 Already Vegetable Menu in 1987 (France)



DISCOVERY AWARDS WINNERS 2023

we're smart.

Every year, the We're Smart® Green Guide recognizes 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. This year we have awarded **10 restaurants** from **10 countries**.



Neon
(Lier)



La Table De Castigno
(Assignan)



Basiliek
(Hardewijk)



La Salita
(Valencia)



Masters
(Blankenhain)



Butterfly
(Marlia)



Mutsukari
(Tokyo)



Ark
(Copenhagen)



The Dining Room@Gravetye
(Sussex)



Magdalena
(Rickenbach)

more info



Top10 We're Smart Best Vegetable Lady Chefs of the world

Keiko Kuwakino, head chef at the Sanaburi restaurant in the Japanese city of Niigata, is the world's Best Lady Vegetable Chef. She will receive this new award at the We're Smart Awards from Frank Fol, the inspiration behind the culinary organisation We're Smart. Two Belgians also feature among the 10 leading female vegetable chefs.

New award

This is the first time that We're Smart, the undisputed leader in the culinary world of fruit and vegetables, is paying tribute to the world's top 10 Best Lady Vegetable Chefs.

The first six restaurants in the top 10 will receive 5 Radishes, the ultimate We're Smart accolade. With these awards, the organisation acknowledges vegetable restaurants playing a pioneering role in the world in the field of fruit and veg, with a menu that is as "pure plant" as possible. The four other restaurants on the list will obtain 4 Radishes.

Role models of the pure plant philosophy

With the "Best Lady Vegetable Chefs" awards, We're Smart honours chefs who are striving to make the menu in their restaurant as pure plant as possible. The winners are inspiring role models for other female chefs who have put the "Think Vegetables! Think Fruit!" principle of the global We're Smart movement into practice.

Frank Fol: "Female chefs are on the rise, but are still relatively few in number. By putting the best female vegetable chefs in the international spotlight, we want to show that there are still lots of opportunities in this field, and that female chefs too can achieve success and a high-level career."



TOP 10 VEGETABLES LADY CHEFS

we're smart.

Nº 1	Keiko Kuwakino			Sanaburi - Satoyama Jujo, Niigata
Nº 2	Begona Rodrigo			La Salita , Valencia
Nº 3	Justine Viano			La Table de Castigno
Nº 4	Laurence Haegeman			De Vijf Seizoenen , Brakel
Nº 5	Arabelle Meirlan			Arabelle , Marcin
Nº 6	Chantelle Nicholson			Apricity , London
Nº 7	Julia Kleist			The Green Spot , Barcelona
Nº 8	Ana Roš			Hiša Franko , Kobarid
Nº 9	Pia Leon			Kjolle , Lima
Nº 10	Nadia Sammut			Auberge La Fenière , Cadenet

We're Smart Green Guide 2023

Best vegetables restaurants

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. 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 of vegetables restaurants in the Benelux now contains reviews and ratings for around 1200 restaurants in over 50 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 hand. The restaurants are given a rating from 1 to 5 radishes while the other food concepts are recognized with the radish leaf symbol. A vegan symbol is also used.



more info



22 New 5 Radishes restaurants in 2023

Patrick Devos - Bruges, Belgium

Menssa - Brussels, Belgium

Neon - Liege, Belgium

VerTige - Brussels, Belgium

La Aquarela - Gran Canaria, Spain

Ma Langue Sourit - Moutfort, Luxemburg

La Mirande - Avignon, France

La Table de Castigno - Assignan, France

Alouette - Copenhagen, Denmark

The Forest Side - Grasmere, UK

Moor Hall - Lancashire, UK

The Walled Garden - Manchester, UK

Apricity - London, UK

Basiliek - Harderwijk, Netherlands

Rijks - Amsterdam, Netherlands

One - Roermond, Netherlands

Butterfly - Lucca, Italy

Cuculia - Florence, Italy

Impronta D'Aqua - Cavi de Lavagna, Italy

La Rei Natura - Serralunga D'Alba, Italy

Gramen - Gargnano, Italy

Lamdre - Beijing, China



TOP 100

we're smart.

2023

Every year, We're Smart® World publishes a list of the world's 100 best culinary vegetables restaurants. The top of the list – naturally – is **the World's Best Vegetables Restaurant of the Year.**

- | | | | | | |
|-------|--|--|-------|--|---|
| N° 1 | | De Nieuwe Winkel <i>The Netherlands</i> | N° 26 | | Triptyque <i>The Netherlands</i> |
| N° 2 | | El Invernadero <i>Spain</i> | N° 27 | | Grön <i>Finland</i> |
| N° 3 | | Piazza Duomo <i>Italy</i> | N° 28 | | Arabelle <i>Belgium</i> |
| N° 4 | | Vrijmoed <i>Belgium</i> | N° 29 | | Arnolfo <i>Italy</i> |
| N° 5 | | L'Oustau De Baumaniere <i>France</i> | N° 30 | | Tsushimi <i>Japan</i> |
| N° 6 | | Flore <i>The Netherlands</i> | N° 31 | | Seven Swans <i>Germany</i> |
| N° 7 | | Ricard Camarena <i>Spain</i> | N° 32 | | Sud777 <i>Mexico</i> |
| N° 8 | | Geranium <i>Denmark</i> | N° 33 | | Mirazur <i>France</i> |
| N° 9 | | Humusxhortense <i>Belgium</i> | N° 34 | | La Mirande <i>France</i> |
| N° 10 | | Villa Aida <i>Japan</i> | N° 35 | | The Dining Room <i>UK</i> |
| N° 11 | | Eleven Madison Park <i>USA</i> | N° 36 | | L'Enclume <i>UK</i> |
| N° 12 | | De Librije <i>The Netherlands</i> | N° 37 | | Menssa <i>Belgium</i> |
| N° 13 | | Sanaburi – Satoyama Jujo <i>Japan</i> | N° 38 | | L'Air des Sens <i>Belgium</i> |
| N° 14 | | Kadeau <i>Denmark</i> | N° 39 | | Mutsukari <i>Japan</i> |
| N° 15 | | Bras <i>France</i> | N° 40 | | Alchemille <i>France</i> |
| N° 16 | | La Salita <i>Spain</i> | N° 41 | | Faro <i>Japan</i> |
| N° 17 | | L'Air du Temps <i>Belgium</i> | N° 42 | | La Grenouillère <i>France</i> |
| N° 18 | | Bolenius <i>The Netherlands</i> | N° 43 | | Zilte <i>Belgium</i> |
| N° 19 | | Tian Vienna <i>Austria</i> | N° 44 | | Central <i>Peru</i> |
| N° 20 | | La Table De Castigno <i>France</i> | N° 45 | | Brut172 <i>The Netherlands</i> |
| N° 21 | | Joia <i>Italy</i> | N° 46 | | Choux <i>The Netherlands</i> |
| N° 22 | | Virens <i>Spain</i> | N° 47 | | Narisawa <i>Japan</i> |
| N° 23 | | Noma <i>Denmark</i> | N° 48 | | Gatblau <i>Spain</i> |
| N° 24 | | De Vijf Seizoenen <i>Belgium</i> | N° 49 | | Glicine <i>Italy</i> |
| N° 25 | | Amaranth <i>Belgium</i> | N° 50 | | 't Aards Paradijs <i>Belgium</i> |



TOP 100

we're smart.

2023



more info



- | | | | | | |
|-------|-------|---|--------|-------|---|
| N° 51 | 🍷🍷🍷🍷🍷 | Toya <i>France</i> | N° 76 | 🍷🍷🍷🍷🍷 | Alouette <i>Denmark</i> |
| N° 52 | 🍷🍷🍷🍷🍷 | Sojiki Nakahigashi <i>Japan</i> | N° 77 | 🍷🍷🍷🍷🍷 | De Poortერიj <i>Belgium</i> |
| N° 53 | 🍷🍷🍷🍷🍷 | Spectrum <i>The Netherlands</i> | N° 78 | 🍷🍷🍷🍷🍷 | Merlet <i>The Netherlands</i> |
| N° 54 | 🍷🍷🍷🍷🍷 | L'Arpège <i>France</i> | N° 79 | 🍷🍷🍷🍷🍷 | La Aquarela <i>Spain</i> |
| N° 55 | 🍷🍷🍷🍷🍷 | La Madernassa <i>Italy</i> | N° 80 | 🍷🍷🍷🍷🍷 | Maggese <i>Italy</i> |
| N° 56 | 🍷🍷🍷🍷🍷 | Neon <i>Belgium</i> | N° 81 | 🍷🍷🍷🍷🍷 | Le Vieux Château <i>Belgium</i> |
| N° 57 | 🍷🍷🍷🍷🍷 | Apricity <i>UK</i> | N° 82 | 🍷🍷🍷🍷🍷 | Pollevie <i>The Netherlands</i> |
| N° 58 | 🍷🍷🍷🍷🍷 | Langdon Hall CountryHouse <i>Canada</i> | N° 83 | 🍷🍷🍷🍷🍷 | Reale <i>Italy</i> |
| N° 59 | 🍷🍷🍷🍷🍷 | Basiliek <i>The Netherlands</i> | N° 84 | 🍷🍷🍷🍷🍷 | The Walled Gardens <i>UK</i> |
| N° 60 | 🍷🍷🍷🍷🍷 | Moment <i>Denmark</i> | N° 85 | 🍷🍷🍷🍷🍷 | Ma Langue Sourit <i>Luxembourg</i> |
| N° 61 | 🍷🍷🍷🍷🍷 | Magdalena <i>Switzerland</i> | N° 86 | 🍷🍷🍷🍷🍷 | Yerba <i>The Netherlands</i> |
| N° 62 | 🍷🍷🍷🍷🍷 | Oz <i>Switzerland</i> | N° 87 | 🍷🍷🍷🍷🍷 | Mil <i>Peru</i> |
| N° 63 | 🍷🍷🍷🍷🍷 | Picea <i>Austria</i> | N° 88 | 🍷🍷🍷🍷🍷 | Rijks <i>The Netherlands</i> |
| N° 64 | 🍷🍷🍷🍷🍷 | The French Laundry <i>USA</i> | N° 89 | 🍷🍷🍷🍷🍷 | Bog <i>The Netherlands</i> |
| N° 65 | 🍷🍷🍷🍷🍷 | VerTige <i>Belgium</i> | N° 90 | 🍷🍷🍷🍷🍷 | Riverford Field Kitchen <i>UK</i> |
| N° 66 | 🍷🍷🍷🍷🍷 | Hofke Van Bazel <i>Belgium</i> | N° 91 | 🍷🍷🍷🍷🍷 | Vege Wonder <i>China</i> |
| N° 67 | 🍷🍷🍷🍷🍷 | De Treeswijkhoeve <i>The Netherlands</i> | N° 92 | 🍷🍷🍷🍷🍷 | Butterfly <i>Italy</i> |
| N° 68 | 🍷🍷🍷🍷🍷 | Ark <i>Denmark</i> | N° 93 | 🍷🍷🍷🍷🍷 | I Tenerumi <i>Italy</i> |
| N° 69 | 🍷🍷🍷🍷🍷 | La Colombe <i>South-africa</i> | N° 94 | 🍷🍷🍷🍷🍷 | Cuculia <i>Italy</i> |
| N° 70 | 🍷🍷🍷🍷🍷 | The Forest Side <i>UK</i> | N° 95 | 🍷🍷🍷🍷🍷 | Patrick Devos <i>Belgium</i> |
| N° 71 | 🍷🍷🍷🍷🍷 | Culina Hortus <i>France</i> | N° 96 | 🍷🍷🍷🍷🍷 | Amber <i>China</i> |
| N° 72 | 🍷🍷🍷🍷🍷 | Fu He Hui <i>China</i> | N° 97 | 🍷🍷🍷🍷🍷 | Natura <i>Finland</i> |
| N° 73 | 🍷🍷🍷🍷🍷 | Moor Hall <i>UK</i> | N° 98 | 🍷🍷🍷🍷🍷 | Impronta D'acqua <i>Italy</i> |
| N° 74 | 🍷🍷🍷🍷🍷 | abcV <i>USA</i> | N° 99 | 🍷🍷🍷🍷🍷 | One <i>The Netherlands</i> |
| N° 75 | 🍷🍷🍷🍷🍷 | Ca'Matilde <i>Italy</i> | N° 100 | 🍷🍷🍷🍷🍷 | Lamdre <i>China</i> |



TOP 10 PER COUNTRY 2023

we're smart.

The aim of rating the top 10 by country is to offer talented chefs and restaurateurs the recognition they deserve while helping them inspire others to follow the same path.

This year we have 15 countries with a TOP 10.



TOP 10 BELGIUM

- N° 1  **Vrijmoed** *Ghent*
- N° 2  **Humus x Hortense** *Brussels*
- N° 3  **L'Air du Temps** *Liernu*
- N° 4  **De Vijf Seizoenen** *Brakel*
- N° 5  **Amaranth** *Merelbeke*
- N° 6  **Arabelle** *Marchin*
- N° 7  **Menssa** *Brussels*
- N° 8  **L'Air des Sens** *Zoutleeuw*
- N° 9  **Zilte** *Antwerp*
- N° 10  **'t Aards Paradijs** *Merendree*



TOP 10 THE NETHERLANDS

- N° 1  **De Nieuwe Winkel** *Nijmegen*
- N° 2  **Flore** *Amsterdam*
- N° 3  **De Librije** *Zwolle*
- N° 4  **Bolenius** *Amsterdam*
- N° 5  **Triptyque** *Wateringen*
- N° 6  **Brut172** *Reijmerstok*
- N° 7  **Choux** *Amsterdam*
- N° 8  **Spectrum** *Amsterdam*
- N° 9  **Basiliek** *Harderwijk*
- N° 10  **De Treeswijkhoeve** *Waalre*



TOP 10 LUXEMBOURG

- N° 1  **La Distillerie** *Bourglinster*
- N° 2  **Ma Langue Sourit** *Moutfort*
- N° 3  **Léa Linster** *Frisange*
- N° 4  **Fani** *Roeser*
- N° 5  **Les Jardins D'Anais** *Luxembourg*
- N° 6  **Ryodo** *Luxembourg*
- N° 7  **Mosconi** *Luxembourg*
- N° 8  **Apdikt** *Steinfort*
- N° 9  **Bosque Fevi** *Esch-sur-Alzette*
- N° 10  **De Gaart** *Luxembourg*

more info





TOP 10 PER COUNTRY 2023

we're smart.



TOP 10 SPAIN

- Nº 1 **Xavier Pellicer** *Healthy Kitchen* *Barcelona*
- Nº 2 **El Invernadero** *Madrid*
- Nº 3 **Ricard Camarena** *Valencia*
- Nº 4 **La Salita** *Valencia*
- Nº 5 **Virens** *Barcelona*
- Nº 6 **Gatblau** *Barcelona*
- Nº 7 **La Aquarela** *Gran Canaria*
- Nº 8 **The Green Spot** *Barcelona*
- Nº 9 **Azurmendi** *Larrabetzy*
- Nº 10 **L'Antic Moli** *Ulldecona*



TOP 10 ITALY

- Nº 1 **Piazza Duomo** *Alba*
- Nº 2 **Joia** *Milan*
- Nº 3 **Arnolfo** *Colle de val d'Elsa*
- Nº 4 **Glicine** *Amalfi*
- Nº 5 **La Madernassa** *Guarene*
- Nº 6 **Ca'Matilde** *Quattro Castella*
- Nº 7 **Maggesi** *San Miniato*
- Nº 8 **Reale** *Castel di Sagro*
- Nº 9 **Butterfly** *Maria Capannoni - Lucca*
- Nº 10 **I Tenerumi** *Vulcanello*



TOP 10 DENMARK

- Nº 1 **Geranium** *Copenhagen*
- Nº 2 **Kadeau** *Copenhagen*
- Nº 3 **Noma** *Copenhagen*
- Nº 4 **Moment** *Ronde*
- Nº 5 **Ark** *Copenhagen*
- Nº 6 **Alouette** *Copenhagen*
- Nº 7 **Veve** *Copenhagen*
- Nº 8 **Domestic** *Aarhus*
- Nº 9 **Gemyse** *Copenhagen*
- Nº 10 **Tabu** *Aalborg*



TOP 10 UNITED KINGDOM

- Nº 1 **The Dining Room** *Sussex*
- Nº 2 **L'Enclume** *Cartmel*
- Nº 3 **Apricity** *London*
- Nº 4 **The Forest Side** *Grasmere*
- Nº 5 **Moor Hall** *Lancashire*
- Nº 6 **The Walled Garden** *Manchester*
- Nº 7 **Riverford Field Kitchen** *Buckfastleigh*
- Nº 8 **Silo** *London*
- Nº 9 **Simpsons** *Birmingham*
- Nº 10 **V&V Chef Jono** *Leeds*



TOP 10 USA

- Nº 1 **Eleven Madison Park** *New York*
- Nº 2 **The French Laundry** *Yountville*
- Nº 3 **abcV** *New York*
- Nº 4 **Blue Hill at Stone Barns** *Tarrytown*
- Nº 5 **Atelier Crenn** *San Francisco*
- Nº 6 **Family Meal at Blue Hill** *New York*
- Nº 7 **Oyster Oyster** *Washington*
- Nº 8 **Single Thread Farms** *Healdsburg*
- Nº 9 **Contra** *New York*
- Nº 10 **Crossroads** *Los Angeles*



TOP 10 FRANCE

- Nº 1 **L'Oustau de Baumanière**
- Nº 2 **Bras** *Le Suquet*
- Nº 3 **La Table de Castigno** *Assignan*
- Nº 4 **Mirazur** *Menton*
- Nº 5 **La Mirande** *Avignon*
- Nº 6 **Alchémille** *Kaysersberg*
- Nº 7 **La Grenouillère** *Montreuil*
- Nº 8 **Toya** *Faulquemont*
- Nº 9 **L'Arpège** *Paris*
- Nº 10 **Culina Hortus** *Lyon*



TOP 10 PER COUNTRY 2023

we're smart.



TOP 10 GERMANY

- N° 1 **Seven Swans** *Frankfurt*
- N° 2 **Masters** *Blankenhain*
- N° 3 **Bootshaus** *Bingen am Rhein*
- N° 4 **Kopps** *Berlin*
- N° 5 **Cookies Cream** *Berlin*
- N° 6 **Frea** *Berlin*
- N° 7 **Rüpel** *Hannover*
- N° 8 **Lafleur** *Frankfurt*
- N° 9 **Oukan** *Berlin*
- N° 10 **Horvath** *Berlin*



TOP 10 JAPAN

- N° 1 **Villa Aida** *Wakayama*
- N° 2 **Sanaburi** *Niigata*
- N° 3 **Tsushimi** *Nirasaki*
- N° 4 **Mutsukari** *Tokyo*
- N° 5 **Faro** *Tokyo*
- N° 6 **Narisawa** *Tokyo*
- N° 7 **Sojiki Nakahigashi** *Kyoto*
- N° 8 **Maz** *Tokyo*
- N° 9 **Agriscapè** *Sapporo*
- N° 10 **Kiki** *Tokyo*



TOP 10 SOUTH-AFRICA

- N° 1 **La Colombe** *Constantia*
- N° 2 **Pier** *Cape Town*
- N° 3 **Wolfgat** *Paternoster*
- N° 4 **Babylonstoren** *Simondium*
- N° 5 **Foxcroft** *Constantia*
- N° 6 **La Petite Colombe** *Franschhoek*
- N° 7 **Fyn** *Cape Town*
- N° 8 **Chefs Warehouse Tintswalo** *Hout Bay*
- N° 9 **The Werf** *Groot Drakenstein*
- N° 10 **Zinzi** *Plettenberg Bay*



TOP 10 PERU

- N° 1 **Central** *Lima*
- N° 2 **Mil** *Moray Cusco*
- N° 3 **Kjolle** *Lima*
- N° 4 **Mayta** *Lima*
- N° 5 **Limaná** *Lima*
- N° 6 **Plant Food + Wine** *Lima*
- N° 7 **Green Point** *Cusco*
- N° 8 **Maido** *Miraflores*
- N° 9 **El pan de la Chola** *Lima*
- N° 10 **Mérito** *Lima*



TOP 10 AUSTRIA

- N° 1 **Tian** *Vienna*
- N° 2 **Picea** *Lech am Arlberg*
- N° 3 **Jola** *Vienna*
- N° 4 **Guat'z Essen** *Stumm*
- N° 5 **Steirereck** *Vienna*
- N° 6 **Landhaus Bacher** *Mautern*
- N° 7 **Yoga** *Leutasch*
- N° 8 **Didilicious** *Salzburg*
- N° 9 **Allergiker café** *Vienna*
- N° 10 **Senns** *Salzburg*



TOP 10 SWITZERLAND

- N° 1 **Magdalena** *Rickenbach*
- N° 2 **OZ** *Fürstenu*
- N° 3 **Osteria del Centro** *Comano*
- N° 4 **Neue Taverne** *Zürich*
- N° 5 **The Restaurant** *The Dolder Grand Zürich*
- N° 6 **Hiltl** *Zürich*
- N° 7 **Schloss Schauenstein** *Fürstenu*
- N° 8 **Roots** *Basel*
- N° 9 **Now** *Zürich*
- N° 10 **Damien Germanier** *Sion*



UNTOUCHABLES

we're smart.

An “Untouchable” chef (like Xavier Pellicer - pictured on the right) 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®. An Untouchable is no longer listed in the Top 100 list but is bestowed an honorary place that is 'hors categorie'.



The Think Vegetables! Think Fruit!® philosophy follows three steps:

Step 1:

When you create your menus, think first about the vegetables and/or fruit you want to use, and which vegetables and fruit are in season that time of year. In this way, vegetables will be at their best whilst having a lower footprint, they will become the focus of each dish, and they will be the determining factor in the way each dish tastes.

Step 2:

Choose among the 58 techniques featured to discover new and less well-known ways to prepare fruit and vegetables.

Step 3:

Then think about additions such as certain types of grain, meat substitutes, meat, fish or other protein. The goal is to have each meal throughout the week to be mostly Pure Plant.

4 TIPS

Use healthier vegetable-based sauces to enhance the flavour of your dish. For example, tahini, guacamole, olive oil based sauces such as pesto and Légumaises® sauces are a healthy and delicious alternative to many mayonnaise-based sauces.

Pay attention to the colours on your plate. Vegetables and fruit often have distinctive colours that can jazz up a dish. Plus, the brighter the colours, the more antioxidants you'll find in your vegetables.

Follow the seasons. Local vegetables are best in taste and nutritional value only during their respective season.

Use only high quality produce. Choose the freshest regional fruit and vegetables you can find.



GENERAL GUIDELINES

we're smart.



How do we judge a vegetable restaurant?

Every year we choose the best vegetable restaurants. Our rigorous selection process is based on the Think Vegetables! Think Fruit!® philosophy and follows an in-house ranking system based on our symbol of recognition; the “Rad-ish”.

We rank each restaurant from 1 to the highly rated 5 Radishes. In order to be included in our Green Guide, and evaluated alongside the best vegetable restaurants out there, the main event of the meal needs to be vegetables and fruit. Besides the restaurant’s ratio of plant to animal ingredients, important factors are taste, originality and creativity, presentation, preparation techniques, the use of the ingredient’s natural colors, and effective communication (both online and at location) of the fruit and vegetables used.

We also evaluate on criteria based on the use of local and seasonal ingredients, food waste levels and waste management, ecological footprint, and social impact. The highest ratings are awarded only to those restaurants going above and beyond to operate in a way that is both ethical and environmentally friendly.

Pure Plant

Throughout these Guidelines, you’ll notice us using the term “Pure Plant”, a term which captures the essence of what we stand for and what think the future of food should look like. Pure Plant, the future of food, is a powerful statement that represents our mission and vision of a healthier, more sustainable world. In this guide, we embark on a culinary adventure that explores the fullest potential of pure-plant food experiences and unveils a future that is not only tasty and endlessly diverse, but also healthy and ecologically responsible.

What it means? It all starts with a firm commitment to embracing the abundant gifts that nature offers us, in its most natural (“Pure”) forms. Vegetables and fruit (“Plant”) are the foundation on which our restaurant-assessment is built.

We focus on the natural product, vegetables and fruit in all their natural glory and greatness, with processing kept to a minimum and with maximum respect for their authentic taste, colour and texture.

What Pure Plant does not represent, however, is 100% plant-based. We do not tend to exclude or prohibit animal-based ingredients all together. We are a movement determined to create healthier diets around the world by including more vegetables and fruit. By doing so we automatically decrease our consumption of animal-based ingredients, without losing track of what’s actually healthy. This often is the case in plant-based or vegan diets; French fries and crisps, for example, although being plant-based and vegan, are not Pure Plant foods. Pure Plant is therefore a much broader term in which not only ethical and sustainable, but also health factors come into play.



GREEN GUIDE

we're smart.



“A traditional restaurant in evolution,
offering exceptional vegetable/fruit preparations



“A vegetable ambassador,
offering surprising vegetable/fruit preparations



“A vegetable-forward restaurant,
with extra focus on sustainability”



“An extraordinary vegetable restaurant,
fundamentally innovative and creative”



“A Pure Plant Pioneer,
paving the way into untouched territory”

We're Smart Team

Frank: Frank Fol, founder and chairman of We're Smart. He's also known as The Vegetable Chef and leads the international inspection team.

Leen: Supporting We're Smart wherever possible.

Tom: Tom is commercial director and always available to talk about partnerships. (tom@weresmartworld.com)

Jochen : We're Smart webmaster and online expert.

Bart: Managing and steaming all We're Smarts events.

Wim: We're Smart culinary photographer who sees the bigger picture in every detail.

Mieke: A Creative wordsmith writing the moving story of We're Smart.

Johan: He's our social guy ! Managing all our social media channels.

Ilse: We're Smart presentatrice on all events.

Jan: Our brand advisor, also known as The Idea Whisperer.

Team of 40 inspectors all over the World :

Don't forget our great team of 40 inspectors travelling all over the world, looking for new radishes.

Other team members

Often forgotten, but nevertheless very important, our lawyers, bookkeepers and notary.



Order your We're Smart Jacket

In collaboration with our partner Le Nouveau Chef, we offer the opportunity to order We're Smart Chefs Jackets. These can of course be personalised to your requirements. Would you like to join the We're Smart movement? Then a We're Smart Jacket like this definitely belongs around your shoulders. So scan the QR code now and order online.

"We have always regarded chefs as individuals who should be able to express their personal style, just like they do when creating their signature dishes."

- Madelon ten Hoop, owner

order





PARTNERS

we're smart.

GREENYARD



Pressroom

Become a partner?

Contact our commercial director
Tom Bosch van Rosenthal
tom@wersmartworld.com
+31(0)6 28 31 58 87

Press contact

Saar Dietvorst
saar@manley.eu
+32 (0)468 19 75 07



Pressfiles

We're Smart World

Moerasstraat 18
3320 Meldert-Hoegaarden
Belgium - Europe