



FUTURE AWARDS 2024

we're smart.

24 SEPTEMBER 2024
CEREMONY & DINNER

ROTTERDAM - THE NETHERLANDS

The program of the evening

- 7:00 PM Welcome on the Pure Plant reception
- 7:45 PM Start We're Smart Future Awards 2024
- 8:20 PM Start We're Smart Untouchable Pure Plant 6 Hands Dinner
- 9:30 PM Award Person of the Year 2024 during Dinner
- 10:10 PM Winner "The Green Chef's Hat 2024"
- 10:40 PM Official introduction Emile van der Staak as new We're Smart Untouchable
- 11:30 PM End of the wonderful evening



About We're Smart

We're Smart is an independent platform and movement committed to a world where fruit and vegetables take centre stage. With initiatives such as the Future Awards, the We're Smart Green Guide and the We're Smart Top 100, We're Smart inspires chefs, restaurants and consumers to make healthier and more sustainable choices.



About Gastvrij Rotterdam

Gastvrij Rotterdam is one of the largest hospitality trade fairs in the Netherlands and a meeting place for professionals from the hospitality and foodservice industry. The fair is known for its focus on innovation and sustainability.



100% PURE PLANT DINNER MENU

We're Smart® 6 Hands Dinner by **The Untouchables**



RECEPTION

by We're Smart Untouchable **René Mathieu**

Wild leaf tempura – Fermented sunflower – Flower condiment – Cape and preserved lemon
Tomates d'amour – Love Tomato
Gaspacho of hogweed and anise hyssop

by We're Smart Untouchable **Xavier Pellicer**

Pani pouri humus Azuki beans – Onion with cumin – 'Piparras' and flower
Pressed leek – crispy root
Sweet and sour vegetable pickles – almond and vinegar sorbet – capers



FIRST COLD CREATION

by We're Smart Untouchable **Emile van der Staak**

SCOBY XO – walnut milk – Japanese ginger



SECOND HOT CREATION

by We're Smart Untouchable **René Mathieu**

Yellow nuances – Binu – Smoked chestnut – Pumpkin seed oil



MAIN DISH CREATION

by We're Smart Untouchable **Xavier Pellicer**

Wellington dry aged beetroot – celery jardinière – Figueras onion demi-glace



SWEET CREATION

by We're Smart Untouchable **Emile van der Staak**

Chestnut – not chocolate – “Jackson Pollock”



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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 2024

USA

Pamela Peeters

Environmental Economist

Owner of the Institute for a sustainable Planet and

Fellow of the Explorers Club New York & London

myecohero.com



PRODUCT OF THE YEAR 2024

Spain

BINU

New Singular Vegetable

binubuds.com



PROJECT OF THE YEAR 2024

Spain

Vestial

Congress International of
the Green Gastronomy Almeria

congresovestial.es



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INNOVATION OF THE YEAR 2024

Netherlands

BeetZ Europe
by Bio Brass Dry aged beet

bietstuk.nl



MEDIA OF THE YEAR 2024

Netherlands

Entree Magazine
Platform for Horeca

www.entreemagazine.nl



COMMUNICATION OF THE YEAR 2024

Italy

The Green Spoon Podcast
Stirring up the Future of Food

www.edibleplanetventures.com/podcast



SPECIAL FUTURE AWARD OF THE YEAR 2024

Netherlands

SPOONY
A package full of vegetable fun

spooky.nl



The Green Chef's Hat. The competition that is all about 100% Pure Plant cooking. Five top talents are competing for this prestigious prize during Gastvrij Rotterdam, where they will have to convince the jury with their creativity and culinary skills.

The competition organised by We're Smart and De Gastronomische Gilde consists of a preliminary round at the HORECAVA and the finals take place during GASTVRIJ ROTTERDAM.

The challenge for the participants is to prepare completely pure plant dishes with ingredients from the "blackbox".



Emile Van der Staak

“De Nieuwe Winkel”



Emile Van der Staak becomes a We're Smart® Pure Plants Untouchable

The highest achievement for a vegetable chef is the We're Smart recognition from Untouchable. Emile Van der Staak “De Nieuwe Winkel” was chosen in 2022 and 2023 as **Best Vegetable Restaurant in the World**. He joins Xavier Pellicer and René Mathieu as We're Smart Untouchable.

A Untouchable for you as a We're Smart guest:

A We're Smart Untouchable is the pinnacle within the World's Best Vegetable Restaurants. Becoming Untouchable is only possible if the restaurant have been ranked N° 1 Best Vegetable Restaurant in the World for 2 consecutive years. These restaurants embody the We're Smart movement and are an inspirator, guide for the We're Smart TOP 100. A passage in their restaurant or other culinary activities is always an exceptional pure plant experience on which you'll look back on for years to come.

A Untouchable For the We're Smart Untouchables:

This rating is the highest recognition for chefs who focus on pure plant. This recognition is lifelong. An Untouchable also has a responsibility, which is to help spread the message of pure plant by actively communicating with We're Smart, hosting workshops at international events and participating in debates and conferences. Also, the We're Smart Untouchable gets a place in the “council of wise men” of We're Smart World, where they help guide the project with their strong knowledge and experience within the We're Smart movement.

Thanks to our partners

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OF FOOD**



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