



Guidance & Solutions  
for a healthy & better world.

## WE'RE SMART® GREEN GUIDE GENERAL GUIDELINES!

### How would you 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 “radishes.” The more radishes a restaurant has, the higher its chances of receiving an award. The first thing we look at is the percentage of fruit and vegetables used in each meal. Other important factors are taste, originality, presentation, preparation techniques, the use made of natural colours, and effective communication about the fruit and vegetables used in each dish.

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

1st step:

When you create your menus, think first about the vegetables and/or fruit you want to use. In this way, vegetables will become the focus of each dish and will be the determining factor in the way it tastes.

2nd step:

Choose among the 44 techniques featured on [www.weresmartworld.com](http://www.weresmartworld.com) to discover new and less well-known ways to prepare fruit and vegetables.

3rd step:

Then think about meat, fish, meat substitutes or other proteins. The goal is to incorporate 2 to 3 vegetables into each meal throughout the week.

Four tips

1. Use healthier vegetable-based sauces to enhance the flavour of your dish. Légumaises® sauces, for example, are a healthy and delicious alternative to many mayonnaise-based sauces.
2. 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.
3. Follow the seasons. Local vegetables are best only during their respective season.
4. Use only high quality produce. Choose the freshest regional fruit and vegetables you can find.

These are our standards:

### **1 RADISH**

**At least 35% of the entire meal is composed of fruit and vegetables**

- Shows a surprising level of creativity in the way vegetables and fruit are used.
- Leverages the advantages of fruit and vegetables.
- Combines flavours successfully, with fruit and vegetables playing a key role and affording a memorable taste experience.
- Offers the possibility of eating a vegetarian meal.
- Works with sustainably sourced fish and/or with ethical fish farms.

### **2 RADISHES**

**At least 40% of the entire meal is composed of fruit and vegetables**

**Same criteria as for 1 radish, plus:**

- Mentions fruit and vegetables on the website, the menu, in written materials, social media, etc.
- Provides in-house staff training and research on fruit and vegetables.
- Optimises the use of every part of the fruit and vegetables utilised.
- Offers a selection of vegetarian items à la carte.

### **3 RADISHES**

**At least 50% of the entire meal is composed of fruit and vegetables**

**Same criteria as for 2 radishes, plus:**

- Shows a remarkable level of creativity in the way vegetables and fruit are used.
- Demonstrates commitment to the principle of combining flavours successfully, with fruit and vegetables playing a key role and affording a memorable taste experience.
- Creates meals based on vegetables and fruit.
- Reduces the foodprint and waste/loss to a minimum.
- Offers a generous selection of tasty vegetarian creations à la carte.

### **4 RADISHES**

**At least 66% of the entire meal is almost always composed of fruit and vegetables**

**Same criteria as for 3 radishes, plus:**

- Demonstrates commitment to the principle of combining flavours successfully, with fruit and vegetables playing a key role and affording a unique taste experience.
- Clearly and explicitly refers to fruit and vegetables on the website, the menu, in written materials, social media, etc.

- For each dish, mentions vegetables and fruit before any other ingredient.
- Promotes and consumes local produce; promotes small producers through high quality products.
- Offers a generous selection of striking vegetarian creations à la carte.

## **5 RADISHES**

**At least 66% of the entire meal is composed of fruit and vegetables**

**Same criteria as for 4 radishes, plus:**

- Shows an outstanding level of creativity in the way vegetables and fruit are used.
- Demonstrates a firm commitment to the principle of combining flavours successfully, with fruit and vegetables playing a key role and affording a unique taste experience.
- Shows social and ecological responsibility at the local level.
- Works exclusively with sustainably fished seafood.
- Ensures complete control of blue water (for cooking) and grey water (for cleaning).
- Offers a large selection of exceptional vegetarian creations à la carte.

## **DNA: We're Smart® World - We're Smart® Green Guide**

Are you looking for a restaurant where fruit and vegetables are the main event? If so, We're Smart® Green Guide is just what you need. We're Smart® World aims to bring together people and organisations that share a healthy, ecological and sustainable attitude, be it in the food sector or elsewhere.

The goal is to learn from one another ("We're") and to support one another in the quest to help our communities develop more intelligent solutions ("Smart") for our bodies, for nature and for the planet ("World"). Ranking: from 1 to 5 radishes. **Guidance & Solutions for a healthy & better world** [www.weresmartworld.com](http://www.weresmartworld.com)

Media contact: Frank Fol, +32 475 973441 - [info@weresmartworld.com](mailto:info@weresmartworld.com)

Instagram: @weresmartworld

Twitter: @VegetablesChef

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