



MANIFESTO & CRITERIA

DUTCH CUISINE

WWW.DUTCH-CUISINE.NL

WE ARE ALL WELCOME TO THE TABLE

MARIJE VOGELZANG

Headspace



MANIFESTO

Dutch Cuisine represents the identity of the Netherlands' cuisine. A cuisine that's unique in the world and of which we can be proud. Cooking and dining that's tasty, healthy and responsible, due to the 5 principles it's based on.

PRINCIPLES

Dutch Cuisine's 5 principles are based on the ideology of SVH Master Chef Albert Kooy.

1

CULTURE

The dish reflects where we are and which season we are in.

Dutch Cuisine is here to promote the Netherlands' gastronomic culture. Our culture has always been an adoptive one, open and connected with the world. Something we continue to persevere with. Along with that, in the Netherlands we are able to vary our food with seasonal dishes. We're pretty unique in that aspect. As a rule, nature determines our menu and the dish on our plate reveals where we are and which season we're in.

Our aim

80% seasonal produce with as much as possible sourced from the Netherlands / 20% out-of-season produce.

2

HEALTH

Good for us and our world

We cook and eat in a way that's healthy and varied. We use more fruit and vegetables, and less meat and fish. Eating healthily results in feeling good. It's good for the body, good for the mind and good for the planet!

Our aim

80% fruit and vegetables / 20% meat and fish

3

NATURE

Honest, multi-faceted food from what nature offers us

Nature's biodiversity determines what we have to hand. Honest, multifaceted food from what the land and sea naturally produces through the seasons, without artificial additives. We are creative, in order to use the whole product and not just the parts which are easiest. From head to tail, without waste.

Our aim

Use what nature offers us through the seasons, avoid use of artificial additives, work right through from head to tail and waste nothing.

4

QUALITY

We purchase, cook and eat with high awareness

We recognise quality and taste. We purchase, cook and eat with high awareness. With respect to the ingredients, the source, the producer and the people we deal with along the way. When buying we therefore don't just look at the price, but also at the quality. We invest in healthy produce, a healthy way of eating and the knowledge about it.

Our aim

Honest, high-quality produce which is, as far as possible, organic, Fairtrade, kind to animals, pure, fresh, seasonal and regional/local.

5

VALUE

We work towards tomorrow

As a result of the four previously described principles, we create value which is beneficial all-round. We eat and live healthier, we leave the earth in a better state, we waste less, we pay the producer a fair price and we ensure better animal welfare.

Our aim

Dutch Cuisine is the guardian of the Netherlands' way of eating and works towards tomorrow. Everything the earth has to offer us is a gift from previous generations, which we have a duty to pass on to the generations of the future.

AMBITIONS AND GOALS

Our ambition is for Dutch people to cook and eat tastily, healthily and responsibly. Our goals are:

- Within 3 years, for chefs in the Netherlands to take the lead in promoting tasty, healthy and responsible cuisine.
- Within 5 years, for Dutch Cuisine to become the recognised hallmark for Dutch cuisine and dining culture.
- Within 5 years, for Dutch Cuisine to become an element in the Dutch educational system.
- Within 10 years, for Dutch Cuisine's five principles to be adopted in kitchens throughout the Netherlands.
- For Dutch Cuisine to be financially self-supporting.
- Within 5 years, for Dutch Cuisine to build up enough financial reserve to cover a full year's operation.

CHEFS AS AMBASSADORS


Dutch Cuisine puts a face to Netherlands' gastronomy and provides a stage for presenting it. Luc Kusters, Niven Kunz, Albert Kooy, Theo van Rensch, Hans Everse and Bas Cloo give it a new look. They reveal the richness of our Dutch cuisine. They are today's innovators and tomorrow's discoverers.

Alongside this, Dutch Cuisine provides a platform for all chefs in the Netherlands who share our vision of being more environmentally conscious, healthier and cooking tasty food that represents our Dutch identity. All in a creative, free-thinking, driven, pragmatic way, according to the "less is more" principle.

Our aim: to have all Dutch chefs embrace Dutch Cuisine's five principles and become ambassadors for them. These can be implemented in every type of kitchen, from Michelin starred restaurants to cafés, canteens, hospitals and people's homes.



LUC KUSTERS (Dutch Cuisine Board Member,
SVH Master Chef and Patron-Cuisinier Restaurant Bolenius*)



WHAT DOESN'T KILL YOU MAKES YOU STRONGER

NIVEN KUNZ (restaurant Niven)

Onion soup

ORGANISATION

Dutch Cuisine is a foundation run by a board who determine policy and guide activities. We work with a council of advisors and experts who advise our management and help us realise our goals. Administration is run by management and a secretarial office. Dutch Cuisine is an initiative by the Koksgilde (Chef's Guild), the Netherlands' chefs' association. Dutch Cuisine's founders are:

Theo van Rensch, SVH Master Chef and tutor Sterklas & Gastronomie, ROC Amsterdam

Albert Kooy, SVH Master Chef and executive chef Stenden University Hotel Leeuwarden

Ferdie Olde Bijvank, chairman Gastvrijheidsgilde and owner of FOB Services, Ede

Luc Kusters, SVH Master Chef and patron-cuisinier Restaurant Bolenius, Amsterdam

Niven Kunz, patron-cuisinier Niven, Rijswijk

Bas Cloo, chef de cuisine Kasteel Sterkenburg, Driebergen-Rijsenburg

Hans Everse, committee member Gastronomisch Gilde and divisional manager Tafel Thuis - Dé Zeeuwse Keuken

Berend te Voortwis, joint-owner Lindenhoff, Baambrugge

Monique Mulder, culturemaker and CEO Mattmo Creative, Amsterdam

Marjan Pijnenburg, communication and brand strategist Mattmo Creative, Amsterdam

Theor Verplancke, culinary spin-doctor, Umami Management, Leiden

Jeroen van Oijen, co-founder Gastronomixs en Culiversum, Waalwijk

THE FOUNDING FATHERS OF DUTCH CUISINE

Theo van Rensch, SVH Master Chef and Lecturer Sterklas Gastronomie, ROC Amsterdam / **Albert Kooy**, SVH Master Chef and Executive Chef Stenden University Hotel, Leeuwarden / **Ferdie Olde Bijvank**, Chairman Gastvrijheidsgilde and Owner FOB Services, Ede / **Luc Kusters**, SVH Master Chef and Patron-Cuisinier restaurant Bolenius, Amsterdam / **Niven Kunz**, Patron-Cuisinier restaurant Niven, Rijswijk / **Bas Cloo**, Chef de Cuisine Kasteel Sterkenburg, Driebergen-Rijsenburg / **Hans Everse**, Board Member Gastronomisch Gilde and Divisional Manager Tafel Thuis - Dé Zeeuwse Keuken / **Berend te Voortwis**, Co-Owner Lindenhoff, Baambrugge / **Monique Mulder**, Culturemaker and CEO Mattmo Creative, Amsterdam / **Marjan Pijnenburg**, Culturemaker and Communication and Brand Strategist, Mattmo Creative, Amsterdam / **Theor Verplancke**, Culinary Spin Doctor, Umami Management, Leiden / **Jeroen van Oijen**, Co-Founder, Gastronomixs and Culiversum, Waalwijk



CRITERIA

*for compiling Dutch Cuisine
dishes and menus*

THE COAST
WITH THE MOST

DUTCH IDENTITY

When you're sourcing products and ingredients, it's inspiring and a challenge to first look at what the Dutch soil has to offer, and what our Dutch food culture has produced, without losing sight of the international influences from the past. There are countless classic Dutch (regional) dishes for instance that lend themselves perfectly for continuously being 'tweaked' into new variations. Also, it's very Dutch to incorporate the principle of 'simplicity'. Remember: 'Less is more'.

SEASONS

There are fantastic (online) seasonal calendars to be found for all of the product groups (see the examples on page 2). The seasons offer us a sustainable and comprehensive variety of fresh produce. It is also of particular interest to make use of this from an economic viewpoint, as seasonal products are often cheaper. Use them as a source of inspiration and a guideline. The 80/20 (non-animal/animal ingredients) guideline. The aim of Dutch cuisine is to utilise 80% plant-based products and 20% animal proteins when putting together a menu. Dairy products also count as animal protein in this sense. By combining vegetables with grains and pulses, and by applying various techniques, textures (crispy, soft, crunchy) and taste can complement each other in a wonderful way. In this manner, vegetables can effortlessly play the leading role within a dish, leaving a piece of meat or fish to function as more of a flavouring agent.

VEGETABLES

Vegetables are by far the most essential Dutch Cuisine ingredient. Organic seasonal products grown in the open aren't necessarily more expensive than regular products, but they do often have more taste and are a higher grade product. Home-grown greenhouse products make a good alternative. The Dutch greenhouse culture is among the best and most sustainable in the world. Extremely high grade products are produced in an exceptionally efficient manner; with less and less energy usage and without the use of pesticides.

TIP! Pay attention to utilising remainders, by using up the residual products of vegetables, such as the stems and peel.

FISH

The fish stock in the North Sea and Wadden sea is faring reasonably well. Use the fish that is caught within these localities, and stick to the seasons. Adhere to the MSC/ ASC quality label, and use the calendars/apps to stay informed about the type of fish, when it is at its peak, or when it is better to leave it for a while.

TIP! Incorporate by-catch fishes in the menu.

MEAT

Dual-purpose cows (cows that have initially been allowed to graze in the pasture for a number of years as a dairy cow) and pigs that have been allowed to roam freely, have had a good life, and render great-tasting meat. Use domestic fowl and game birds, and utilise the entire animal. Meat from male goats, and laying hens that would otherwise end up in the food shredder, form great alternatives.

DAIRY

Dairy production requires an enormous amount of energy and resources. In addition to that, dairy tends to strip a dish of its fresh flavour, and renders it unnecessarily fatty. Basically, there are therefore plenty of reasons for limiting the use of dairy.

MODERATION IN PORTIONS

A lot of food is thrown away in the catering sector, which is a waste. A reduction in the size of portions is often the first step towards a decrease in the amount of food waste. In addition, it creates a good impression whenever guests are asked whether they have had enough to eat, and if not, might be presented with an additional portion.

WASTE/RE-USE

Any decent kitchen will not throw out ingredients unnecessarily, as everything is (re)utilised. By maintaining a concise menu and allowing room for daily adaptations on the basis of fresh ingredients, the necessity to throw anything away will be reduced.



DARE TO BE CREATIVE

A characteristic of the Dutch modern cuisine is the boldness to do things just that little bit differently. Gain your inspiration from such Dutch Cuisine ambassadors as Albert Kooy, Luc Kusters, Niven Kunz and Christian Weij, from new books (Groente! Van Niven Kunz) or culinary sites. Sometimes even a minor change can generate a surprising result.

HEALTH CONSIDERATIONS

By adhering to these guidelines, major steps are being made towards a healthier meal. But there is more to it of course; also consider the use of salt and sugar, and try to put together a balanced menu, with an equal distribution across the various product groups.

DUTCH CUISINE NO-GO CRITERIA

- No meat with less than 2 stars allocated the 'beter leven' (better life) quality label
- No fish that has been caught during the spawning season
- No ingredients or products with proven harmful E-numbers. At Dutch Cuisine we cook properly, and with natural ingredients, and prefer not to make use of industrial semi-finished products.



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