



## PRESS RELEASE

**Awarded Young Top Chef of the Netherlands 2019, Jim de Jong, and Multiple-Award-Winning Chef, Vitor Sobral, team up for the promotion of local, healthy and tasty food.**

Lisbon, October 2019 – Master Chef and Dutch Cuisine Ambassador Jim de Jong and Multiple-Award-Winning Portuguese Master Chef Vitor Sobral will present their vision on the future of food during a show cooking event 'Dutch Cuisine na Esquina', organized by Dutch Embassy Lisbon. Together they will prepare a four-course meal during the experience, showcasing the best of Dutch and Portuguese food and fine dining culture by using seasonal and top-notch quality products from both countries.

The food culture of the Netherlands and Portugal has been shaped through the centuries by creative chefs. Although both cuisines have a centuries old tradition, Jim de Jong and Vitor Sobral show how you can transform vegetable ingredients that are sustainably grown into 21<sup>st</sup> century dishes.

Both Jim (known from Dutch Cuisine and Restaurant Jim de Jong) and Vitor (known from Tasca da Esquina and Peixaria da Esquina) are proud ambassadors of their countries' food and fine dining culture. They show that the Dutch and Portuguese cuisines are shaped by having an open mind. Moreover, both cuisines stand for great tastes, pure and real. Hence, it is safe to claim that we have a genuine interest in the people who produce our food, the places it comes from and how we can assure that everyone can afford healthy, local and tasty food. When preparing and consuming food together, we can truly say that food unites us all.

It is remarkable to see the parallels between both the Netherlands and Portugal regarding the rich food culture they share and how this is influenced in a two-way direction. To give just one example: where the Dutch like to indulge in Portuguese "legumes" and Port wine, the Portuguese are great consumers of Dutch meat, fish, and vegetables. Thanks to the vitality of

the agricultural sector in both countries, Dutch and Portuguese chefs have access to products that are good for us and the environment. Therefore, we invest in healthy food and the knowledge around it. This results in longer and happier lives, less waste, a fair price for producers and increased animal welfare.

However, there is so much more that we can and should do. As the global population is expected to almost double by 2050, we have to change our current mind-set and start producing much more healthy, sustainably produced and nutritious food. That means among other things to eat more vegetables and fruit, consume less meat and use more seasonal products. The Netherlands and Portugal together can make a difference that is much needed. By continually investing in the renewal of agricultural production chains and inspiring chefs as well as consumers to change their culinary habits, Jim de Jong and Vitor Sobral clearly show that jointly we can establish a brighter future with more local, healthy and tasty food.

#### About Dutch Cuisine

Dutch Cuisine puts the Netherlands' gastronomic culture on the map: nationally and internationally. Tasty, healthy and responsible cooking, with vegetables in the leading role, and sustainability as the leading principle. The aim of Dutch Cuisine is creating visibility by telling and showing the story of the rich Dutch food culture to the world.

Dutch Cuisine is a five principle based manifesto created by SVH Masterchef Albert Kooy:

**Culture** – by showing the beautiful ingredients and traditions of Dutch Cuisine.

**Health** – by preparing dishes that are based on vegetables, healthy for the planet and the people.

**Nature** – by using natural products and ingredients without chemical additions.

**Quality** – by offering the best quality with respect for the products and producers.

**Value** – by respecting the earth as commissioner with the mindset of no waste.

In other words, Dutch Cuisine stands for *zero waste, no artificial additives, key roles for vegetables, seasonal produce, and fresh products*. All wrapped up in tasty flavors!

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#### **Note for editorial team, not for publication**

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More info about Dutch Cuisine, including video: <http://dutch-cuisine.nl/en/about-dutch-cuisine/>  
Dutch Cuisine Charter: [http://dutch-cuisine.nl/DC2017/wp-content/uploads/2017/11/DC\\_Manifesto\\_EN.pdf](http://dutch-cuisine.nl/DC2017/wp-content/uploads/2017/11/DC_Manifesto_EN.pdf)