



# FLEMISH FOOD MANIFESTO

## FLEMISH CRAFTSMANSHIP, A DELIGHT AT ANY TABLE ANY BAR

In Flanders enjoyment is to be had in every restaurant and café.

Flanders is a small region with a diverse climate and an unassuming terroir. Flanders' geographic location has led the region to import ingredients and spices from all over the world for decades now, which our culinary specialists use to inspire their creations. Leading Flemish chefs and producers take first-class products from all over the world to the very highest level.

WE ARE NOT THE LAND OF BEER,  
WE ARE THE LAND OF BREWERS.

WE ARE NOT THE LAND OF CHOCOLATE,  
WE ARE THE LAND OF CHOCOLATIERS.

WE ARE NOT THE LAND OF FOOD,  
WE ARE THE LAND OF CHEFS.

Culinary craftsmanship, based on a tradition dating back centuries, is our greatest asset in the kitchen and in our food industry. Our cuisine blends creativity with quality. First-class restaurants are our proud flagships, but you'll find a much larger fleet close on their heels. Nowhere in the world is the gap between leading restaurants and the common eatery so small. The countless brasseries, taverns and ordinary snack bars to be found in Flanders, offer equally delicious fare that is produced with love and great skill. This love and skill isn't just limited to the restaurant scene. Flemish people also prepare their meals with care and artistry in their homes. The explanation is simple. We don't eat to live. Food is life.

### VIBRANT DINING CULTURE

The Flemish food culture is vibrant and flourishing. Our culinary professionals combine tradition with innovation, resulting in a dazzling smorgasbord of flavours that grows richer by the day. Flemish kitchens are the scene of intense experimentation and innovation. There is continuous innovation, improvement and refinement.

Our beer culture perfectly illustrates how Flemish craftsmanship just keeps on getting better. Age-old expertise is combined with fresh innovation, resulting in a unique diversity of beers, each with a distinctive taste and style.

The craftsmanship dynamic is eagerly latched onto by the young generation of entrepreneurs in Flanders. Young, talented chefs and producers are able to deftly deliver tradition in an innovative package to the customer.

Our dining culture can be sampled on every corner. It's even visible on the street scene, filled with food trucks, chip shops and Flanders' quintessential pubs. For the Flemish, the good life is simply a way of life, which marries pride, hospitality and conviviality. From the major to the mundane, every event unfolds around the set dining table.

### AUTHENTIC PRODUCTS

You can recognise a Flemish classic immediately: a tasty dish with lots of vegetables, meat or fish and potatoes. Both at home and in restaurants these represent the three pillars of our traditional dishes, which exude authentic style.

We don't grow every ingredient here, but everything we do grow ourselves is genuine world class. Our hop shoots and brown shrimp are totally unique. Products from Flanders are known for their quality, uniqueness, freshness and flavour. Our home-grown products are world class both in their natural state (potatoes, vegetables, fruit, dairy produce, meat, etc.) as well as in their processed forms (charcuterie, bread, tarts and chips etc.). Our high-quality regional products, which boast international fame, comprise the corner stone of our dishes. Examples include Brabant soil-grown endive, gingerbread or meat from the Belgian Red breed of cattle.

### DELICIOUS ADDED VALUE

Flemish gastronomy doesn't just provide culinary pleasure, it also leads to economic prosperity. Leading restaurants, brasseries, pubs and all other small, medium-sized and large food and drink producers make up a versatile sector of significant economic added value. Our dining culture guarantees numerous mouth-watering moments, as well as jobs, turnover and added value for the economy as a whole. Flanders can be proud of its countless small-scale entrepreneurs, which deserve support and encouragement and of tens of thousands of well-trained and passionate craftsmen and women. From grower to exporter, pub manager to first-class chef, from artisans to international managing directors: food is a job for people and the very best craftsmen can be found in Flanders.

As with love, wanderlust is driven by the stomach. A place that offers good food and drink will always appeal to foreign visitors. Tourists can visit Flanders all year round: every season has its own range of flavours to offer. You don't even have to hunt them down: in Flanders you can walk into a random establishment and always be pleasantly surprised by the food.

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