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World Food Festival leaves a delicious aftertaste

More than 80,000 visitors in 5 weeks sampled the flavours of Rotterdam

The Rotterdam World Food Festival ended today with a 'grand dessert' by master chef François Geurds. All kinds of foods were sampled during this 5 week festival; from traditional meatballs in the first edition of RotterdamseKost to meat-flavoured ice cream in the Future Food House. The comprehensive, international programme attracted 80,000 visitors. Over 100 shops, bars, restaurants and hotels took part. The audience evaluated the event with an 8 out of 10.

To each their own taste

The Future Food House in the Museumpark in Rotterdam was the beating heart of the World Food Festival. This is where many chefs shared their culinary secrets and visitors were introduced to the future of our food. The first editions of food square Djemaa el Fna and of RotterdamseKost (Rotterdam Food) were very popular. On World Food Day, 38h Waste & Glory broke the world record of cooking with 'wasted food' in the Pauluskerk. Other events such as Cinema Culinaire, the Wild Market and Roof Acres Dining attracted good crowds. The festival's theme of 'to each their own taste' was clearly expressed in the programme. Programme leader and initiator Ellen Scholtens: 'The richly varied programme of World Food Festival attracted a wide range of visitors. For example, visitors of the multiculinary festival Djemaa el Fna also took a look at the exhibition by Marije Vogelzang in the Future Food House and vice versa.'

Sequel

The World Food Festival was intended as a one-off event. But some of the events would like to organise a sequel. For example, RotterdamseKost, Djemaa el Fna, Rauwkost and Delicieux Deliplein have plans for a next edition. Johan Moerman, director of Rotterdam Festivals: 'We were pleasantly surprised about the energy that was unleashed in the city thanks to the food theme. Thanks to the excellent cooperation between organisers, institutions and entrepreneurs a richly varied programme was created revealing the city's latest developments. Rotterdam Festivals will investigate how these qualities can remain part of the festival calendar.'

The World Food Festival received plenty of coverage in the Dutch and international media. In close cooperation with Rotterdam Marketing, some thirty international journalists attended the festival. Rupert Parker of The Huffington Post wrote: 'The fact that it's a port city means that all sorts of people come and go but many stay and have a major influence on the food culture of the city. It seems only natural to stage a World Food Festival in Rotterdam.'

World Food Festival

From 18 September to 27 October 2013, the World Food Festival presented the flavours of Rotterdam. Ranging from the Rotterdam meatball to culinary *huzarenstuk* and from urban farmer to street food. For five weeks, visitors could see, hear and taste what restaurants, food production companies, scientists and master chefs have to offer. The festival was spread across the entire city and the port of Rotterdam. Featuring large and small events, markets, tastings, workshops, interactive exhibitions, city tours and port excursions presenting the entire food chain. Please visit www.worldfoodfestival.nl for more details.

This festival was part of the Rotterdam Festivals calendar. For the full list of festivals see www.rotterdamfestivals.nl.



Message to the editors

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