



Press release, July 2013

First programme highlights are announced

Discover, taste and try everything about food in Rotterdam

The World Food Festival presents the multi-cultural cuisine of Rotterdam from 18 September to 27 October 2013. From the humble meatball to feats of culinary daring, from urban farming and street food, to the food of the future. For over five weeks, restaurants and cafes, food producers, scientists and top chefs see, hear and taste all that the city has to offer. Here's a lowdown on the first highlights:

Innovation and design at the Future Food House



Marije Vogelzang, photo: Lucas Hardonk

The Future Food House in Museumpark is the vibrant heart of the World Food Festival and offers a glimpse of the future of food, culinary trends and developments. 'Food designer' Marije Vogelzang is the curator of the Future Food House and compiler of an interactive exhibition with Dutch and foreign food designers and scientists. Discover the wealth of possibilities offered by 3D printing or food you can inhale but can't eat – giving you the taste sensation but none of the calories. And will inch-thick steaks still be on our plates in the future, or will we be serving up sizzling lab-concocted meat or perhaps even 'faux' meat? What does the menu of the future have in store?

Culinary Grand Masters

More than twenty Dutch and international top chefs will be 'jamming' in the Future Food House. The list of grand masters includes big-name innovators: François Geurds of FG (Rotterdam) and Moshik Roth van @samhoud places (Amsterdam). Along with star chefs like Jonnie Boer, Therese (De Librije, Zwolle), Edwin and Blanche Vinke (De Kromme Watergang, Hoofdplaat), Mario Ridder (De Zwethheul, Schipluiden), Erik van Loo (Parkheuvel, Rotterdam) and other chefs from in and around Rotterdam. Other famous faces include Robert Kranenborg (Topchef, RTL), Alain Caron (MasterChef, Net 5) and Angelique Schmeinck (24Kitchen). Chefs will also be flying in from Spain and Scandinavian countries, including one of the founders of the Nordic Food Lab.



Revital Cohen - Artificial biological clock

The Many Sides of Rotterdam Cuisine

The World Food Festival serves up international flavours, and the best of Rotterdam cuisine. Events such as the Rotterdamse Oogstfestival (Rotterdam Harvest Festival) and the special food edition of the Swan Market introduce World Food Festival visitors to local products produced 'just around the corner'. The

new festival Rotterdamse Kost, (Rotterdam Cuisine) from 3 – 5 October is a tribute to Rotterdam snack bar classics. With, in the leading role: the best meatball in town, the mini Kapsalon (fries and shawarma on a bed of salad, with garlic sauce and a melted cheese topping), the McJenny and lots of other finger-licking fast-food favourites.

Expeditions



Die-hard foodies and other food fans can take a tour of food production companies in places you'd never normally visit. Fifteen different expeditions give you a behind the scenes glimpse of the most extraordinary firms in Rotterdam's food sector. Festival-goers with a sweet tooth can explore a chocolate factory. Fish lovers get to see how the fruits of the sea end up on your plate. And, ever wondered how the most whacky kinds of vegetables are grown? The expeditions will reveal all the answers, and more.

Fruit port, photo: Bas Czerwinski Fotografie

Satellite programming

In addition to the varied main programme, festival-goers can revel in scores of mini food events – markets, tastings, workshops and exhibitions. Pop-up restaurants will also be springing up throughout the city and the shops, restaurants, cafés and hotels of Rotterdam will all be joining in with their own unique, exclusive World Food Festival speciality offerings.

When? 18 September – 27 October 2013

Where? Throughout the city. Main locations: Museumpark, the construction site of the future Market Hall, the port, the area around the Hofbogen and the Schieblock

More info? www.worldfoodfestival.nl
[Facebook.com/WFFRotterdam](https://www.facebook.com/WFFRotterdam)
[Twitter.com/WFFRotterdam](https://twitter.com/WFFRotterdam)



The festival is part of the agenda of Rotterdam Festivals. To see a full schedule of events, please see www.rotterdamfestivals.nl

Note for editors. For more information, and to request visual material, please contact Brand! communicatie at pers@brandcommunicatie.nl or phone Femke Cuijpers on 010 43 33 500 or 06 51 55 69 93.