

# Universally delicious



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What do consumers seek? Quality and taste; tradition and authenticity; diversity and originality... and fun, of course! They seek an unrivaled culinary experience – which you can now offer them locally. The original Belgian fries, **deliciously simple and simply delicious**, conquer the heart and taste of millions worldwide. Why? Because they're ...universally appetizing and suitable for all markets.

**Tasty** A cone of fries, an open invitation for a tasty bite.



### Flourishing for 500 years

They arrived silently, but it soon became clear that they were here to stay. When back in the 16th century potatoes were brought to Western Europe, they gradually earned their place in the local food culture because of their high nutritional value: rich in vitamins, fibres, minerals, complex carbohydrate and potassium, low in calories, fat and cholesterol. Over the centuries, the potato flourished and paved the way for **Belgium's number one dish: fries**. And the rest, as they say, is history.

### Lucky us, lucky you

We're lucky, we admit. The ultimate combination of climate and territory for potatoes gives our fries a head start. But there's more to their success than these accidental circumstances. Centuries of craftsmanship have led to an exhaustive knowhow and expertise in product and production, which enables our growers and processors to **give our fries their unique taste** – making food lovers lucky.

# Original Belgian fries from the heart of Europe



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# Belgium and fries: the perfect fit

Fries are everywhere in Belgium: they're ingrained in our daily kitchen, in the streets, in our culture. The Belgian fries culture hits a high in the *frietkot* (fries shop). People come together in a typical small eating house to – almost ritually – enjoy our national symbol on the spot or take it away to share with family and friends.

**“It’s no coincidence that the words ‘fries’ and ‘friends’ are almost lookalikes.”**





### What's for dinner?

Fries are a feast on the table. They form a perfect combination with different kinds of meat or a salad – or enjoy them simply on their own.



### Share

Pick a few, then pass them on. Eating fries is all about **sharing the moment.**



## **Frietkot** (fries shop)

They're to be found everywhere, our frietkoten. Small shacks for quick snacks, on the spot or take-away, at any given time of day. Visited by Belgians and visitors from all walks of life. Did you know that the Belgian *frietkoten* have been proclaimed national intangible cultural heritage? Any tourist visiting Belgium cannot go back home without having tried our 'Belgian fries' with its wide range of sauces served on top of them.

### Going for gold

Perfectly baked, ready to accompany lunch or dinner, or to be savored as an individual dish.



### It takes two

Oh, yes, they make a fine couple: Belgian fries go hand in hand with that other Belgian culinary trophy ... **beer.**



# Small country, great potatoes

Belgium is a leading player in the potato world. Falling back on its rich tradition and long experience, it is the world's number one export country of frozen potato products. Each year, about 4.5 million tons are processed into various products.

## Different sources of success

Right in the heart of Europe's potato cultivation, Belgium combines the ideal soil and the appropriate climate for a rich diversity of potato varieties with the world's highest average yields. Add to that the growers' craftsmanship and the high-tech supply sector, and it becomes clear why Belgium can reach this high-quality potato production – which forms the basis of all processed potato products.

## Naturally

The secret behind Belgian fries? Their natural and well monitored cultivation process. It all starts with the use of high quality and certified seed, making Belgian potatoes very fleshy and giving them their tasty and natural yellowish color – so no need to add pigments to give Belgian fries their golden yellowish look.

**Rich** The moderate sea climate brings sufficient rain. It guarantees a long and rich growing season on the potato fields, located on loam, clay or sandy soil.



## On the edge of evolution

The Belgian potato processing industry incorporates the most modern environmental and sustainable European technologies and quality systems. Continuous investments and technological innovations keep the sector up front, resulting in new, higher performance equipment and automation, expansion of storage capacity, enhanced food safety and new packaging concepts.

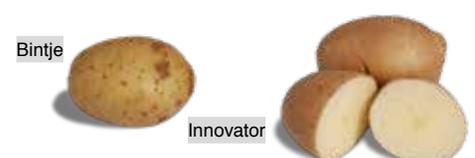
## **Five for fries**

Multiple potato varieties are cultivated in Belgium. Five of them are perfect for fries. But also early varieties and a number of new resistant varieties are made available.

**Bintje**: the most traditional variety, a polyvalent potato

**Fontane & Challenger**: purely focused on the fries segment, cultivated on a large scale

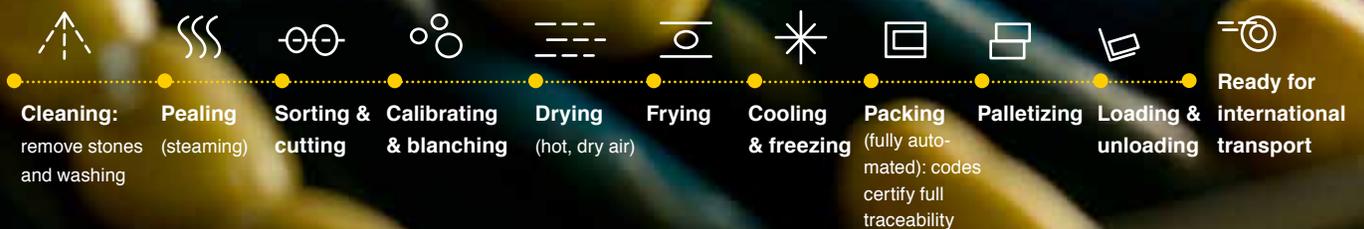
**Innovator & Markies**: 100% fries potatoes, less widespread

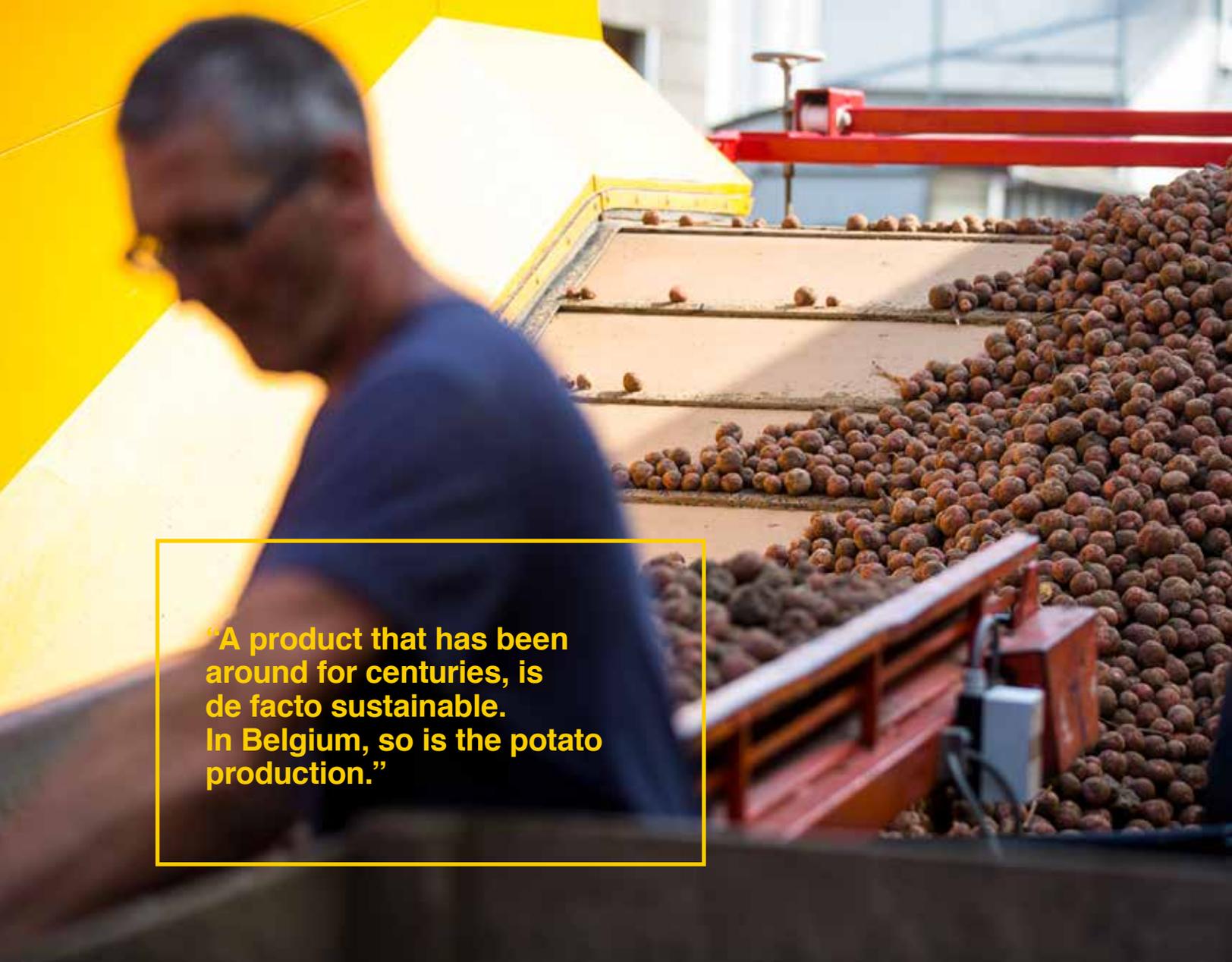


“You can take a potato out of Belgium, but you can’t take Belgium out of a potato.”

Production process:  
in constant control of quality

Supply: quality and size control





**“A product that has been around for centuries, is de facto sustainable. In Belgium, so is the potato production.”**

## Grown and produced **with care**

The best fries call for the best monitoring. From raw product through to processing, packaging and transport, the Belgian potato chain takes best care of its potatoes and fries. And it's backed by the most stringent procedures and quality schemes.



## FASFC

The Federal Agency for the Safety of the Food Chain (FASFC) is an independent control organization for plant and food safety. Apart from controls it imposes regulations on self-control, reporting obligation and traceability in the food chain, and provides a certification tool for the operators who live up to these regulations.



## Vegaplan

Vegaplan is a quality system that covers the potato crop. It defines the specifications growers have to meet in terms of the quality of primary plant products and translates this in a farm certificate. Its aim? To create a system of food safety, quality control and traceability in the entire plant chain. The Vegaplan standard contains European and local requirements for integrated crop protection and is recognized in other European countries.

**Looking for halal?** Belgian fries can be produced according to halal standards. All producers have the necessary certifications to meet market needs worldwide.



## Sustainable Agriculture Initiative (SAI)

The Sustainable Agriculture Initiative (SAI) has developed the Farm Sustainability Assessment tool (FSA 2.0) to assess the sustainable development of a farm, i.e. its environmental, social and economic aspects. To comply with sustainability regulations, certified growers have to prove their efforts made towards sustainable development. The Vegaplan scheme has received the golden status of SAI for the potato crop.





# Quality meets flexibility

By using the newest technology, the Belgian potato processing sector is able to meet the strictest quality and food safety standards and offer a high quality product – with a rich taste, nice texture and a crispy coating. To guarantee the best products, innovation, quality and safety, the Belgian potato processing sector is investing continuously in research and development throughout the complete potato chain.

## Fries, and more...

Besides the original Belgian fries, all Belgian potato processing companies offer a wide range of potato products and specialties, with flexible solutions for the various demands of customers worldwide.

## Packed as you please

During packaging, all parameters are monitored closely to achieve perfect quality. Again, the suppliers' flexibility offers endless possibilities, including a wide choice of pack sizes, private labelling and packaging designs.

## Perfectly delivered

Fast deliveries, flexible production lines and perfect traceability: just a few characteristics of the services delivered by the Belgian potato processing companies, who are always ready to help you find the best logistics and distribution solutions. With flexible nearby sea ports, accessible all year round, all destinations are within reach for the Belgian suppliers.

**“The Belgian potato sector is like a family with many members. And with a spreading universal fan base.”**

### **Customized service**

As the Belgian potato processing companies are familiar with all markets and potato trends worldwide, they have an eye for the client's needs, wishes, dreams and creativity. The purpose? To work in a flexible, innovative, customer-focused way. Long-term partnerships and a personal, trustworthy collaboration is what the Belgian companies stand for.



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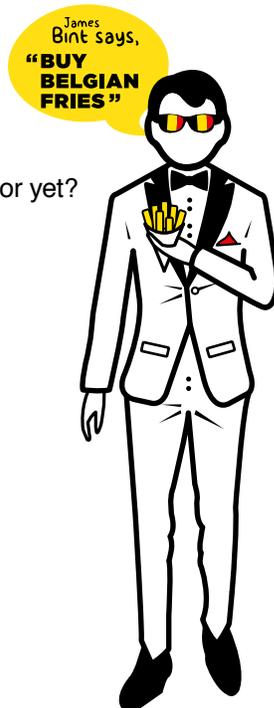
For ages, people from all over the world came to Belgium to taste our unique and delicious fries. This time though, our fries are making their way to you. Have a try yourself, and see why Belgian fries are the only real fries. Acknowledged by our label of origin and supported by our tasteful promotional campaign, you'll know when you've got hold of the world's favorites. And so will your customers.

[www.originalfries.eu](http://www.originalfries.eu)

Have you met our Belgian fries ambassador yet?

Discover his story:

[www.jamesbint.be](http://www.jamesbint.be)



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