

FLAVOURS OF THE SEA



Introduction & information on Flavours of the Seas

STEFAAN GHEYSEN
General Director
Westtoer



Information about the NorthSeaChefs

FILIP CLAEYS
chef De Jonkman



Initiative

1

Sustainable en localy fishery products



2

Local gastronomy



4

DNA of the Belgian Coast



3

An ode to fishermen and the North Sea



North Sea products

5



Goals



1

Consumer-oriented



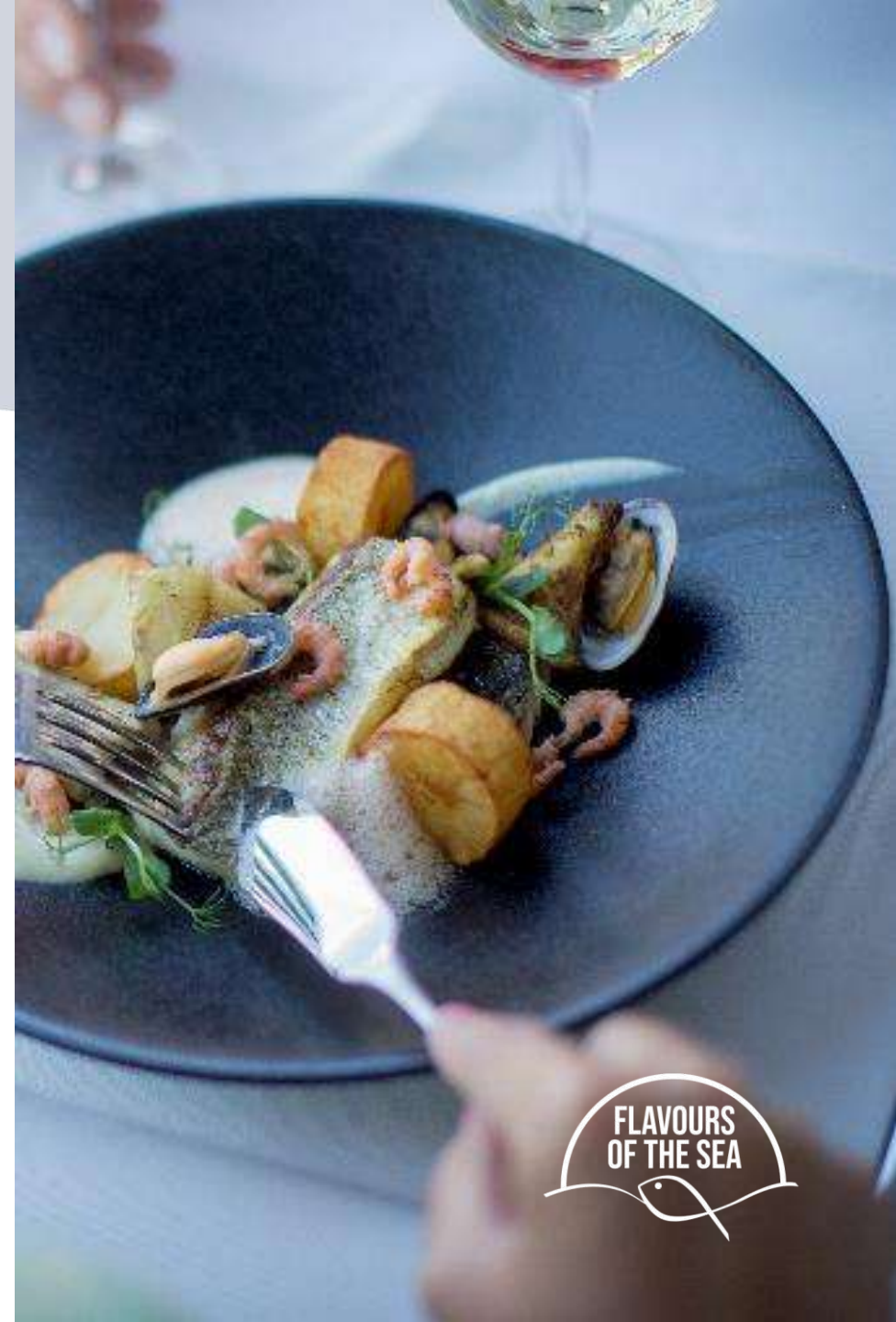
2

Sector-oriented



Consumers

- Communication on sustainable fishery products from the North Sea
- Positioning the Belgian Coast as a contemporary destination and local gastronomy
- Communication about the (Belgian) fisheries sector



Sector-oriented

- Setting up a quality process for restaurants using fresh/local products from the North Sea (catch of the day)
- Cooperation with the fisheries sector & fish shops
- Partnership with the Flemish Centre for Fisheries Marketing: communication support
- Cooperation with chefs along the Belgian Coast cfr autumn 2021



Target groups



- Visitors from Flanders, Wallonia and the surrounding countries (Luxembourg, The Netherlands, Germany, France) (*)
- Restaurants along the Belgian Coast
- Fisheries sector

(*) *Flavours of the Sea: an opportunity to discover the Belgian Coast*





Activities

1

Sector

2

General public

3

Autumn 2021



1

Activities: sector

- Recruitment of chefs for Flavours of the Sea
- Quality process for restaurants
- Cooking workshops
- Best practices
- Individual assistance
- Networking events



1 Activities: sector




“TWELVE YEARS AGO,
I STARTED MY OWN
BUSINESS,”
DE JONKMAN

FILIP CLAEYS
chef De Jonkman





**NORTH
SEA** CHEFS

A man with a beard, wearing a white chef's uniform, is looking down in a kitchen setting. The background shows stainless steel kitchen equipment and shelves. The text is overlaid at the bottom of the image.

Twelve years ago, I started
my own business, De Jonkman.



Education

Consumer welfare

Zero waste

Charity

Sustainability

Inspiration

Discards

Plastic pollution

Environment

Bycatch

Innovation





koolvis – black pollack



leng – ling



vlaswijting – pollack



kabeljauw – cod



steenbolke – pout



schelvis – haddock



wijting – whiting



“By using these lesser known fish varieties in their dishes, NorthSeaChefs want to show their respect for all kinds of Northsea fishes.”

-NorthSeaChefs, 2014



2

Activities: general public

- Testimonials (from fisherman to chef, ...)
- Sustainable approach (from ship to plate)
- Supporting Belgian fishermen
- North Sea gastronomy hotspots
- Lesser-known fish species
- Culinary events
- Fisheries sector = DNA of the destination

...

Storytelling & reason to go



2

Activities: general public

Instruments:

- Press launch (Flanders + Wallonia)
- Statement: supports Belgian fishermen
- Flavours of the Sea website
- TV ad
- Media partners: print + radio



3

Activities: autumn 2021

- From 15 October to 15 November
- Flavours of the Sea dish in 53 restaurants along the Belgian Coast

2 x Mini documentary

- Two chefs: the Wittevrongel brothers (Koksijde-Oostduinkerke)
- Two fishermen: father and son Savels (Knokke-Heist)





Partners

- Structural partners
 - Westtoer
 - The Province of West-Flanders
 - The Flemish government
 - The European Maritime and Fisheries Fund (EMFF)

Activity partners

- NorthSeaChefs
- Media partners
- The Flemish Centre for Agricultural and Fisheries Marketing
- ...



FLAVOURS OF THE SEA

