

Real world

Interview Albert Kooy, about 80/20 rule.

What is this formula all about?

The 80/20 rule means that a course consists out of 80% vegetables and 20% meat or fish. If a guest goes to a restaurant, the guest is usually offered a variety of meat and fish, but never a selection of vegetables. With this formula we will turn this around. The guest can make a choice of vegetables and how he wants them to be prepared.

Why did you choose for this formula?

This formula is a philosophy with the term sustainable. This formula is healthy for nature and human. Another reason to choose this formula is to cook fair. People who live in a prosperous country, like the Netherlands, can eat meat and other luxurious food every day. But if the whole world will eat the same way we do, we need 4 planets like earth to grow all food we need.

How can we help the world by using this formula?

It is healthy to eat maximum 120 gram of meat every day. However the average of meat consumption in the Netherlands is about 200 gram. In restaurants it is even worst. If you start your dinner with a Carpaccio and your main course will be a steak with salad and fries, you will consume about 280 gram of beef. That is really unhealthy. The meat we eat comes from animals; these animals need a lot of energy, water and food. If we put the same amount of energy, food and water in growing crops, more people can eat than if we put it on meat production.

How to get attention for this formula?

We try to get attention through the local media, by spreading articles in



newspapers, items on television and of course on our intranet and Stenden university website. But the best way to promote our formula is by our guests in Restaurant.NL where they can experience 20% meat, 80% vegetables but 100% taste formula.

Some guests will say that they need meat, how can you influence these guests to experience your formula?

First you need to explain them that this formula is better for their health, for others and for the world. Second you must serve them the best vegetable courses you can offer. After this dining experience I am sure that they did not miss even a bit of the amount of meat they usually would eat in a restaurant. But for the guests who want their portion of meat, we will offer them a choice in ordering multiple courses to fulfill their needs.

What will the menu look like?

There will be no separation between fish and meat anymore and there will be no difference between starters and main course. We would like the guests to decide what they want to eat as a starter or dessert. We can also serve multiple dishes together so guests can choose what they want to eat in a Tapas style way. The biggest difference in the menu card will be the names of the course. People will select a vegetable with a garnish of meat instead of meat with a garnish of vegetables.

What is advantage for Restaurant.NL and the students with this formula?

Restaurant.NL will differentiate itself from all the other restaurants that still use old concepts. Restaurant.NL has a leading role with this formula, but also with the ingredients. We only serve local, seasonal products, harvested from cold ground. Students benefit from the experience in preparing vegetables, because preparing meat is easier than cooking vegetables. Still guest values meat more than vegetables. With this formula we want to turn this around. Preparation of vegetables soon will have a higher value, because they will be prepared in so many different ways. Ways students and guests have never experienced before.

...❖ **experience
20% meat,
80% vegetables,
100% taste**

What influences does this formula have on the profit?

Profit of the restaurant will not change a lot looking at the first year, but later on, it is possible that it will increase, because our product costs are lower than it was with the old formula. We know that our future guests will value our food more than they did while being a traditional restaurant.

You are satisfied when...

We all cook fair. By that is meant the whole world.