

# Press kit Gastronomixs

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## 1. Background

Gastronomixs is an initiative launched by the Dutch entrepreneurs Jeroen van Oijen and Inge Meijs. The goal of Gastronomixs is to give professional chefs all the knowledge and one single user-friendly tool to quickly respond to the creative challenges in their daily work. The founders especially want to facilitate this process, and have created a unique concept by ensuring that all content on Gastronomixs is created by professional chefs. This online platform was launched in the Netherlands, Belgium, and the Antilles in 2012. Since then, more than 25,000\* chefs have registered as users! Since May 2018, Gastronomixs has focused on expanding to England and Ireland.

### **BUILDING BLOCKS FOR CHEFS**

Gastronomixs provides recipes in the form of building blocks that chefs can use to easily create new dishes or make changes to existing dishes. On Gastronomixs, all classic preparations are conveniently arranged per ingredient, technique, basic recipe, or world flavour. With more than 2,921 recipes, this platform is one of the most extensive reference works in the world! The platform is constantly being developed, ease of use is continuously being improved, and new functionalities are added regularly. In terms of content, too, all trends are closely monitored to ensure that users are always up to date.

### **MISSION**

The most important mission of Gastronomixs is the creation of the ultimate tool. Furthermore, the team behind the platform is convinced that chefs are leading the way in changing the balance on the plate between vegetable and animal ingredients, which will be an important consideration for the future. They want to show chefs from all over the world in an inspiring way that there is an enormous wealth of possibilities with everyday ingredients.

\*= reference date March 2019

## 2. Biography of the founders

Gastronomixs was founded by two passionate entrepreneurs. Below is a brief overview of their biographies. If you would like to know more about Inge or Jeroen, you can [contact](#) us for more information.

### **Inge Meijs**

Inge Meijs (1988) is the co-founder and head of digital marketing of Gastronomixs.com. Inge was trained as a food designer and then completed a study programme in online and digital marketing. She has the perfect match of competences that turn wild ideas into commercial successes. So it comes as no surprise that she has been an entrepreneur since she was only 21 years old! Inge is able to provide structure to creative processes and is honest and authentic. At Gastronomixs, Inge is

responsible for digital marketing, communication, design, and international relations. In her private time, Inge enjoys the finer things in life such as travelling and eating out.

## Jeroen van Oijen

Jeroen van Oijen (1970) is the co-founder and head of culinary development of Gastronomixs.com. Jeroen worked in gastronomy for fifteen years before embarking on a career as a marketing adviser in the food service/catering industry. He completed several study programmes to gain better insight into creative processes and also spent a great deal of his time travelling abroad. For many years, Jeroen dreamed of a place where all the knowledge a chef could possibly need was collected in a convenient way. After being self-employed for a few years during which he completed a wonderful product and concept development process, he decided to create that place himself. At Gastronomixs, Jeroen is responsible for creative and culinary development, quality, and sales. In his private life Jeroen loves being out and about with his two children.

## 3. The team

You can't develop the perfect product without a passionate and dedicated team. Therefore, we are incredibly proud of the people that we have gathered around us. Each and every one of them are culinary top-talents who are committed to the cause and our mission. Everyone in our team is enterprising and independent and there is a lot of room for ideas and personal development.

In addition to the permanent employees, there is a small army of external specialists who make an indispensable contribution. Of course, these are the hundreds of chefs from all over the world who share their knowledge in the form of their signature dishes and tried-and-tested partial recipes. We have also gathered the best professionals around us, from web designers to translators to accountants: everyone adds something within their discipline to Gastronomixs to enrich the culinary world.

## 4. Facts and numbers

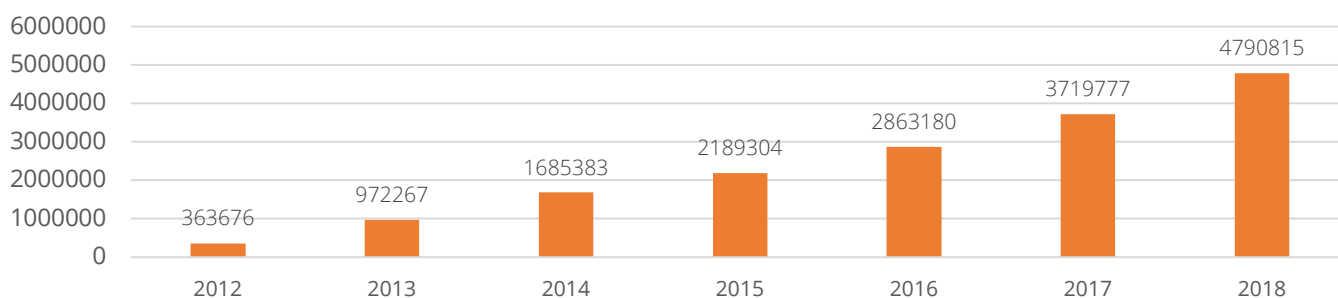
In the past six years we worked together with many different chefs to build a massive platform and network. Here we'd like to share some interesting facts and numbers.

### General information

*Reference date March 2019*

Founded:	10 April 2012
Number of staff:	7 (5,2 FTE)
Head office:	Waalwijk, The Netherlands
Publications:	<i>Culinair Toolbook</i> (October 2013), <i>RAUW Magazine</i> (May 2017)
Affiliated schools:	26 (the Netherlands)
Social media:	Facebook – 12.838 likes Instagram – 10.066 followers Twitter – 6.219 followers

Page views per year



## Content

Components: 2,921+

A component is a basic preparation method revolving around one single ingredient. This includes things such as vitelotte paper, strawberry mousse, roast salmon belly, or tomato powder. A component is not a dish in itself, but part of a dish. Components are culinary building blocks that you can use to make endless variations and combinations.

Top 5 most viewed components in 2018



Top ten most viewed ingredients and basic recipes in 2018

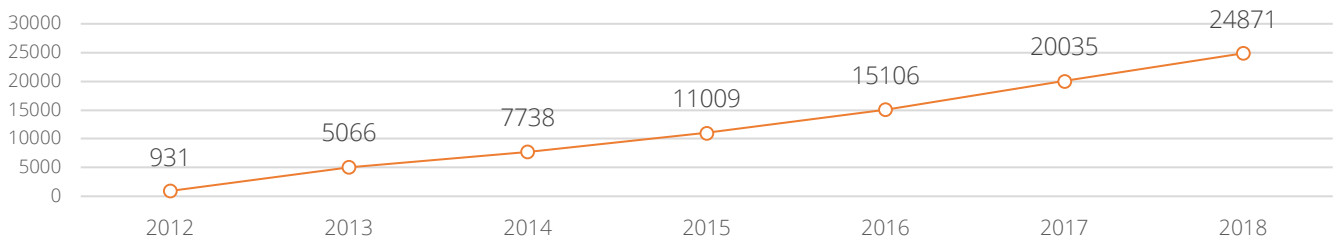


Compositions: 271+

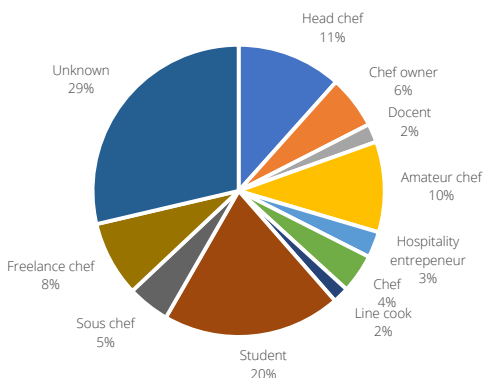
Compositions are dishes built up out of various components. On the first of every month, new compositions are published online and there are hundreds saved in the archive. We also host a new international top chef every month who shares three of their best recipes!

## Members

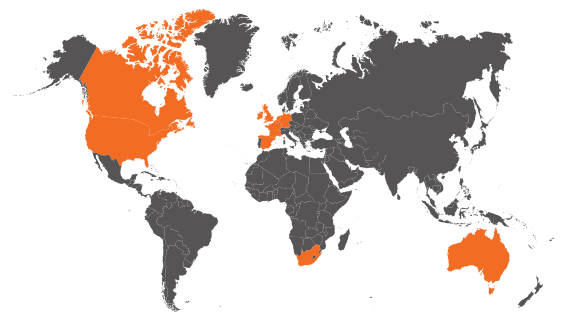
Growth in registrations per year (cumulative)



Users: job title



Top twelve countries of origin of users



The Netherlands, Belgium, United Kingdom, United States, Australia, Canada, Ireland, Germany, France, Spain, Netherlands Antilles, South Africa

\*= we ask members to fill in their job title if they have not yet done so

## 5. What users, top chefs, and the press have to say about us

We are blessed with many satisfied customers, work with the best chefs in the world, and the press is also enthusiastic. We'd like to highlight a few complimentary quotes.

### Users

Jacques: *'I enjoy using Gastronomixs every single day. No cookbook even comes close and it is a source that inspires endless creativity.'*

Bram: *'A brilliant site. Perfectly adjustable to educational purposes and elsewhere! Inspiring, simple, and effective! Wonderful, good, and workable recipes! It is overflowing with passion.'*

Monique: *'I have been drawing inspiration from this amazing platform for years. Thank you for this wonderful initiative!'*

### World-famous top chefs

Virgilio Martínez Véliz – Central Restaurante, Peru

*'A wonderful website with a great core concept. It is a good tool for approaching culinary concepts of every level imaginable.'*

Christian F. Puglisi – Relæ, Denmark

*'Gastronomy is about sharing, and Gastronomixs is doing something wonderful by connecting kitchens, chefs, and ideas! A great site and a great idea!'*

Jonnie Boer – De Librije, The Netherlands

*'I can get really excited about good initiatives like Gastronomixs! So much knowledge in one single location - that is what every chef can really use!'*

### The press

Marcus Polman – Flavorflav.com

*'Gastronomixs is a genius ideas generator for new recipes. It's here that today's ambitious and imaginative chefs come to discover new ideas.'*

Mister Wateetons - Wateetons.com

*'Gastronomixs is a culinary box of Lego. Search for an ingredient and you'll get dozens of original preparations, each including a precise preparation method, photographs, flavour combinations, extensive product information, and more.'*

Ruth Hegarty – Chefnetwork.ie

*'Gastronomixs is so well presented and laid out, it's really really interesting for chefs.'*

## 6. Would you like to know more?

For further information, specific visual material, or an interview with one or both of the founders, please contact Inge Meijs or Jeroen van Oijen on +31 (0)416-344781 or at [info@gastronomixs.com](mailto:info@gastronomixs.com).

Also check our social media channels, including [Facebook](#), [Twitter](#), and [Instagram](#).