

GASTRONOMIXS

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Successful Dutch culinary platform now available in English!

GASTRONOMIXS.COM

Monday 15 September saw the launch of Gastronomixs.com, a new culinary platform from the Netherlands. The most widely-used source of inspiration among more than 6,500 Dutch-speaking chefs is now also available in English! This represents the first step towards an international culinary standard reference work.

'Gastronomixs.com is the first digital standard reference work for professional chefs, worldwide!'

NEW CULINARY STANDARD REFERENCE WORK

Every generation of chefs has its own standard reference works. Escoffier's *Le Guide culinaire*, the *Larousse Gastronomique* and the books by Le Cordon Bleu, for example, have served as a reference guide to millions of chefs worldwide. At a given point, Jeroen van Oijen and Inge Meijs started wondering if the material available today was still suitable for the current and future generations of chefs. The answer, clearly, was 'no'. Almost two and a half years ago, they launched Gastronomixs.com in the Netherlands.

BUILDING BLOCKS FOR CHEFS

The biggest difference between Gastronomixs and all other sources of culinary information available today is that Gastronomixs offers its expertise in the form of building blocks. Rather than offering recipes for specific dishes, Gastronomixs offers sub-recipes (components) that chefs can endlessly embroider on to create dishes (compositions) of their own. These components, which have been prepared and tested multiple times by a team of professional chefs, stimulate creativity to the maximum, allowing chefs to adapt dishes, or create entirely new ones, that are uniquely suited to their own style and type of guest. The website is very user-friendly and organised in such a way that it is easily accessible. Gastronomixs starts with a single ingredient and immediately links this to a variety of preparation methods. Not only are modern preparation methods explained, but also classic techniques as well as methods originating from other cultures. Chefs can also refer to Gastronomixs for information on the basics.

'As opposed to most recipe websites, all of the content on Gastronomixs has been prepared and tested by professionals.'

MYGSX: CULINARY CREATIONS MADE EASY

MyGSX is a unique feature available at Gastronomixs and provides users with their own domain which they can use to store their favourite components and combine them to create their very own compositions. Gastronomixs aims to speed up and simplify the creative culinary process for chefs around the world. Gastronomixs can be used on virtually any device, whether it be a PC, tablet or smartphone. MyGSX makes it possible for chefs of all calibres to create a three-course menu in under 10 minutes!

'Gastronomixs simplifies the creative culinary process for chefs around the world!'

SPECIAL GUEST CHEFS

Jonnie Boer, chef and owner of De Librije, a three Michelin star restaurant in the Netherlands, has supported the Gastronomixs initiative from the start. We are proud that he is the first guest chef on our international website to inspire users by sharing three of his signature dishes. We are equally proud that Jacob Jan Boerma, another three Michelin star chef/owner from the Netherlands, will be taking over the baton from him in November. It will then be the turn of international guest chefs to make an appearance... With these inspiring chefs and an ever-expanding volume of content, Gastronomixs has all the ingredients to become the new culinary standard reference work!

www.gastronomixs.com

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