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Corporation

# IMPACT REPORT



**FOODCABINET**

creative agency for good food



## Introduction

Food Cabinet is the creative agency for good food. In 2023 we became a B Corp. This year, we changed ourselves from 'new B' to a company with a more active role within the B Corp community.

Our mission is to make food brands and organisations that contribute positively to the world, successful. Often the stories behind healthy and sustainable foods such as potatoes, broccoli, and whole grain bread aren't told, because they have no logo or dedicated brand-builder in their team. We like promoting such good food categories, and developing brands and campaigns that make good food irresistible.

Without losing ourselves in a history lesson, the world looks different now compared to when we started Food Cabinet about eleven years ago. Fewer brands and organisations were actively campaigning for good food. Topics like food waste or plant-based diets weren't even on the menu.

We pushed to get them there and companies slowly started to understand they had to act. In a later stage, we were able to combine forces with them and create an even bigger impact. More and more brands are willing to take the lead and certainly the B Corps!

In this report, we treat you to a selection of the campaigns we worked on. From an international campaign for whole-grain bread, to the introduction of a plant-based feta in the Dutch market, and promotion of The Food for Thought exposition in The National Maritime Museum. We will share how we try to improve our impact even further by engaging in social initiatives and partnerships. And of course, by the food choices we make as an agency.

We hope you enjoy the read!

**Team Food Cabinet**

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# **IMPACT** **ambITIONS**

*Keep improving as an agency*



# What's cooking?

*Before we look back, let's give you a sneak preview of what's to come this year.*

In 2024, we launched the first B Corp Food Circle together with other ambitious food companies. We know a lot of them have similar challenges, and we believe it is really valuable to share insights and experience to further increase the positive impact we can make as Food B Corps. The goal of the Food Circle will therefore be to increase learning within and between food companies.

We will also keep improving as an agency by investing in social projects in the Netherlands and abroad, like the 'Vrijheidsmaaltijden' (Freedom Meals) and Low Food, a movement that has the goal to accelerate the development of sustainable gastronomy in the Netherlands. By doing this we keep a firm foot in the food movement, the latest trends and developments and scout opportunities to create even more impact throughout the whole value chain, that sets us apart from less specialised agencies and enables us to serve even the most ambitious Food B Corps. Read all about it.



**Low Food**  
(see page 24)



**Freedom meals**  
(see page 26)



# **SOME IMPACTFULL CASES**

***Work for clients***

# Bread, a good story

BREAD, A GOOD STORY

FOOD FOR THOUGHT

A MEATBALL TRICK

THE SUGAR ABC

PLANT-BASED GREEK FETA

FREE COFFEE

## What

Bread plays an important part in our culture, but in 2021 and 2022 bread sales declined with 4.8%. Our take? We need to show how bread fits into a modern lifestyle and connects to current trends, since the category is losing ground to other categories.

## How

For our client - Nederlands Bakkerij Centrum (NBC), and the Belgium Instituut Brood & Gezondheid - we set up a campaign to increase the consumption of whole grain bread, called: 'Bread, a Good Story' (Brood, een goed verhaal), in both The Netherlands and Belgium. Our bread stories highlighted the 5 health opportunities that the consumption of bread brings. Among other benefits, we focused on protein intake: 'Bread, a Strong Story'.

## Why

Whole grain consists of three different anatomical components: endosperm, bran, and germ. All components together are healthier than any one component (Harvard Health Letter, 1999). Early epidemiological studies have consistently shown that consuming more whole grains reduces the risk of certain chronic diseases, such as: cardio-vascular disease, diabetes, and some cancers.

## Results

**56%**

*before 52% - of people  
that started eating whole  
grain the most*

**69%**

*before 65% - of people ate  
bread on a daily basis*

Client: NBC

Service: strategy, campaign, media & PR



# Food for Thought



**Client:** Het Scheepvaart Nationaal Maritime Museum  
**Service:** Media & PR



## What

The Maritime Museum in Amsterdam wanted to promote their upcoming exhibition 'Food for thought' in a unique way that would attract a new audience that's not used to visiting museums or exhibitions.

## How

What's the link between the Maritime Museum and our food system? Shipping containers! We drew attention to Food for Thought by showing a sneak preview of the work of artist and researcher 'Kadir van Lohuizen' in a container. While showcasing bits of his work, we made the global scale of our food system tangible by printing receipts that show the amount of food that was globally produced during the minute that the visitor spent in the container. Knowing, for example, that in the Netherlands alone, 32 pigs were slaughtered in the past 60 seconds changes your view on food and food consumption.

## Why

We were part of a project that found a way to show our food system in a way that made it more tangible. It made it really clear why it's important to keep the conversation going, and to come up with ways to make our food system better.



# A meatball trick



Client: Lidl  
Service: PR activation

BREAD, A GOOD STORY

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A MEATBALL TRICK

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PLANT-BASED GREEK FETA

FREE COFFEE

## What

An activation for a minced meat mix (Gehaktmix) with a twist. This new Lidl product contains **60% beef and 40% plant-based protein** while claiming it tastes 100% like “normal” minced meat. And it’s 38% cheaper.

## How

Numbers and nice stories alone are not enough. The proof is in the pudding (or in this case in the minced meat mix), and we had to make sure customers got to taste this new product. When to start? On “Wednesday Minced Meat Day” (Woensdag Gehaktdag)! And what to make? A meatball, of course.

The 60/40 meatballs toured through the country in a special Food Truck/trick (Food Truc), because that minced meat mix almost feels like a trick... get it? It isn’t though. So we invited Steven Kazàn to do a magic trick (balletje balletje) with ‘normal’ meatballs in combination with the special meatballs, for a blind tasting.

## Why

Products like these play an important role in the protein transition we’re currently in. On average, a Dutchman consumes 37 kilos of meat per year. Not all food profiles are open to a vegetarian lifestyle or plant-based alternatives for meat. This 60/40 minced meat mix that’s 38% cheaper than its ‘normal’ brother could tailor a new group of consumers and potentially lower our average meat consumption, which has a positive impact on our planet.

60% rund,  
40% plantaardig,  
100% smaak





# Holie's Sugar ABC



Client: Holie  
Service: PR

BREAD, A GOOD STORY

FOOD FOR THOUGHT

A MEATBALL TRICK

THE SUGAR ABC

PLANT-BASED GREEK FETA

FREE COFFEE

## What

Holie set out to be a challenger brand within the cereal and snack category. Their biggest enemy? Sugar. And big brands that keep hiding it in their products, allowing consumers to believe they're actually making a healthy decision.

## How

Holie owners Merick and Valentijn decided to put on their favourite morning attire: the bathrobe, to use their Sugar ABC to tell the world that sugar is hiding in your favourite products. Our job was to make the PR wheel spin, which we did by getting their - not so sweet - story in a number of big newspapers.

## Why

80% of the products in supermarkets are not healthy due to serious amounts of salt, sugar, and fat. This leads to obesity and all the underlying health issues that come from that. A brand that takes responsibility in this complex world of politics, retailers, and brands by adding zero sugar to their product line, and actually wants to change a category, is a brand we want to put out there.







Beeld: Lisagoesvegan

# Plant-based Greek feta

Client: Dodoni – Plant'd White Greek  
Service: strategy, influencer marketing

BREAD, A GOOD STORY

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A MEATBALL TRICK

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FREE COFFEE

## What

Dodoni is known for their great Greek dairy products. For the past 60 years they have specialised in making the best yoghurt, halloumi, and cheeses; especially feta. They know how feta should taste, so we can trust them with the production of a plant-based version.

## How

They put all their craftsmanship into making the best tasting plant-based version of feta. It was our job to introduce this product to all the plant-based cheese lovers in the Netherlands.

## Why

It takes 5 to 8 litres of milk to make feta, and even 9 to 10 litres to make a ripier cheese. The cows need land, and the production uses a lot of water and energy. This comes down to an average of 8,5 kg of CO2 emission. Therefore, giving shoppers an awesome dairy free alternative makes a lot of sense.

## Results

A total of more than

# 700.000

video views on Instagram



A reach of over

# 1.5 million

consumers



# Free Coffee from deforestation

## What

A WWF report from 2020 on deforestation showed that The Netherlands is a frontrunner when it comes to deforestation. A big cause of that deforestation is coffee (number 6 on the list). The solution? Coffee-free coffee from Northern Wonder.

## How

By taking the flexitarian approach. We don't have a problem with coffee drinkers. We have a problem with deforestation. We launched the 'Free Coffee from Deforestation' PR campaign in the Hortus Botanicus.

## Why

Around the world, forests and other natural ecosystems like grasslands, wetlands, and savannahs continue to be destroyed at an alarming rate. This contributes to climate change and the loss of biodiversity and the vital services that nature provides.



## Results

A total of more than

**90**  
publications

A total reach of

**151.041.852**

A media value of

**€ 440.835**

Client: Northern Wonder  
Service: brand strategy & PR



# OUR PURPOSE PROJECTS

*Initiated by Food Cabinet*





# Low Food

## Making Dutch gastronomy leading on sustainability



Low Food was founded by chefs and entrepreneurs in food - including Joris Bijdendijk, Nadia Zerouali and Food Cabinet founder Samuel Levie - with the ambition to put Dutch gastronomy on the map and stimulate collaboration. This is done through several projects and activities. Food Cabinet supports Low Food with PR and communication.



Low Food  
Chefs academy

Those who enter take part in masterclasses from the best chefs, product developers, and food scientists who will truly deepen and broaden their understanding of Food. Meaning you will learn about the cultural, ecological, and economical stories of the plates they prep. Lessons are related to their very own cooking dreams and aspirations.

In the Low Food Labs This is a collaboration with Flevo Campus, which we bring together culinary knowledge, agricultural knowledge, and product development together. The Labs are where chefs develop new products, preparation methods, and techniques that contribute to a fairer, more diverse, healthier, and/or more sustainable eating habits. In the Labs, they work on food issues for which a culinary solution must be found.



Low Food Lab



Low Food Festival

Takes place yearly and is the place to be inspired by renowned chefs and food experts from both local and international backgrounds, as we delve into the art of making smart, sustainable, and delectable choices in the kitchen. The festival always contains an array of activities, including: culinary workshops, tantalising tastings, enlightening talk shows, food photography, food films, and a special program for kids.



# Freedom meals

*Taste freedom together*

We have launched the “Vrijheidsoep” with friend and chef Joris Bijdendijk to make the Freedom Meals more accesable for everyone. Since freedom is not a given, and sharing a meal with others creates connection, they set the ambition to have everyone in the Netherlands enjoy the same “Freedom Soup”. This event happens every year on May 5th, the day the Dutch celebrate their freedom in remembrance of the 2nd World War. A day that also serves as a reminder to show solidarity with anyone who isn't free, and invites us as a community to be better at living closely to one another.





# 2020

## How it started: Togetherness during Covid

We developed the most humble, most heart-warming, most unpretentious dish in anyone's cookbook; a Freedom Soup that was spread throughout Amsterdam so that people could still experience togetherness during Covid. CHEFS: MICHELIN CHEF JORIS BIJDENDIJK AND SAMUEL LEVIE

# 2022

*After three years, finally eating together again on the freedom ferry*  
Together with the Amsterdam 4 and 5 May Committee, we organised a press event, where Mayor Femke Halsema and chairman of the Amsterdam 4 and 5 May Committee, Job Cohen, opened the Amsterdam Freedom Meals to loud ferry honking. In the evening, over 500 visitors enjoyed this special Freedom Meal on the IJ. CHEF NADIA ZEROUALI



# 2023

*Host families from past and present share Freedom Soup*  
Together with takecarebnb, we brought together host families from past and present in a beautiful church. During the hunger-winter, host families took in Amsterdam children. Foundation takecarebnb provides Dutch status holders with a host family. Together they shared their take on freedom. CHEF: LONDON LOY



# 2021

*The Freedom Soup goes nationwide*  
The success of the Freedom Soup in 2020 left us, and The Netherlands, wanting more. The more solidarity through our Freedom Soup, the better. The National 4 and 5 May Committee adopted the concept of the Amsterdam committee, so the soup was eaten throughout the entire country this year. CHEF: YVETTE VAN BOVEN

# 2024

*The Largest Edition of the Freedom Soup*  
This year was truly special, marking the largest Freedom Soup to date. The recipe for the Freedom Soup was crafted by chef Nick Toet and brought to life by 30 talented young chefs from Amsterdam. Together, they prepared the soup for an impressive 300 guests in the iconic Central Market Hall, a location rich in history and meaning. CHEF: NICK TOET







# Food Profiles

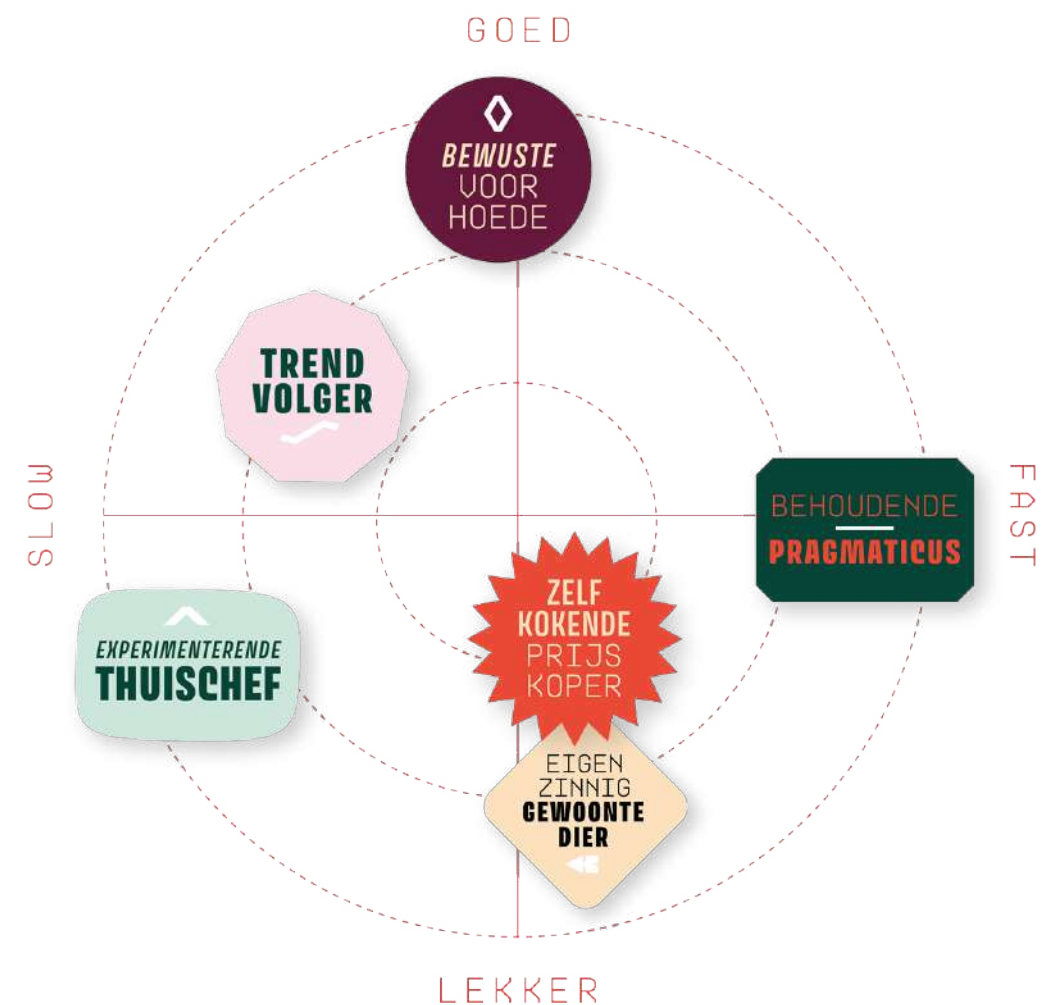
Turning good food companies into impactfull brands

While working for good food companies on changing consumer behaviour, it is key to understand the preferences of your (potential) customers. Existing segmentation models are not able to give us a full understanding of the over 200 food choices consumers are making per day. They often reflect general attitudes towards topics like health and sustainability, but fail to fully acknowledge the role food plays in people's daily lives, social interactions, cultural habits etc. Together with the Future of Food Institute, we researched food consumption behaviour in the Netherlands and came up with 6 Food Profiles. This tells anyone who works in marketing, product development and/or innovation, what profile(s) to aim for in order to get the best results.

To increase the impact of the work we have been doing on Food Profiles, we decided to make it publicly available. By doing so, we aim to empower not only large food companies but also small businesses and startups. These smaller players often lack the resources to conduct in-depth consumer research, yet they are crucial in driving innovation. With accessible insights, small businesses now have the opportunity to make data-driven decisions and create products that resonate with their target audiences.

We are also excited to announce that we will enrich the Food Profiles with data from other European countries, to make it even more relevant and easier to use for food companies and organisations that work on an international level.

*Please check [foodprofiles.nl](https://foodprofiles.nl) for more information and the latest updates.*





# The Food Society

## Supporting entrepreneurship in good food

From this foundation - of which Food Cabinet founder Sebastiaan Aalst is one of the founders and board members - we share our knowledge and experience in accelerating the food transition by setting up and developing food movements, with a focus on the African continent. We do this, among other things, by developing and offering programs

for young professionals in food in collaboration with local organisations. This year we will start our first programme in Angola in collaboration with RVO and the Embassy of The Netherlands in Angola, together with a whole array of local organisations and companies.

# Good Food Partnerships

## Acting together

For the past years, we have been a member of the 'Transitie Coalitie Voedsel' ('Transition Coalition Food'). We are also a partner of the Healthy Food Coalition, which consists of networks of organisations that actively lobby for healthy and sustainable policies in the Netherlands, and create an enabling environment for sustainable and healthy food companies to thrive in.

Since 2023, Food Cabinet is also a member of VIA, the organisation for the media and advertising industry in the Netherlands and a consultative member of the VIA Climate Working Group.

Last but not least, we are a proud and active member of the B Corp community and the B Corp Food Circle.







# Getting the conversation going

We have a history of actively engaging conversations on the role of food in society and how the impact of food on our planet can be changed for the better.

In the last year, some examples are: the book 'Worstelingen', which Samuel Levie wrote. In his book, he argues why even the most fanatic meat lovers should move to a diet with less and better meat. And Sebastiaan Aalst was interviewed by Teun van de Keuken - journalist, author, presenter, and founder of Tony's Chocolonely - for his latest book 'De mens als plofkip' ('Humans as Overfed Chickens').



# THE PLANET & OUR PEOPLE

Meet the team

**Sebastiaan Aalst**  
Founder, owner, strategy  
director

**Samuel Levie**  
Founder, owner

We have  
2 vegetarians and  
one vegan in our  
team, and about  
5 serious foodies.

**Leila Govera**  
Project manager

**Robin Masekew**  
Brand consultant

**Mette Ouborg**  
Head of account

**Laura Emous**  
PR specialist

**Maria Falkena**  
Office Manager

**Pien Stratman**  
Project manager

**Roos Olijve**  
Financial officer

**73%**  
of our  
team are  
women

**Lieneke Vermeulen**  
Online media specialist

According to the  
Food Profiles,  
most of our team  
members are  
experimental  
home chefs  
(37%), a couple  
are conscious  
frontrunners,  
conservative  
pragmatists and  
some are trend  
followers.

**Ben Stam**  
Creative designer

The average  
age of our team  
is 35 years.



## - Impact factsheet -

### fair COFFEE ALERT

Our team is good for 100 kilos of coffee per year. That comes down to 11,500 cups of coffee. All those cups come from MOYEE COFFEE, the world's first fair-chain coffee producer with a 92% 'fair' percentage.

### Travel DATA

Together we've travelled 90,067 kilometres to work and back. We don't drive to work, we walk, bike, and hop on trains. This results in:

**-20,986 KG**  
IN CO2 ADMISSIONS PER YEAR.



### FOOD SCHOOL

We don't just focus on the development of our professional skills as a creative agency, we also invest in the training and development of our team to get a deeper understanding of the food system and how both sustainable and unsustainable outcomes are produced. As an example, two of our employees enrolled in the Net Positive Academy - an innovation program to accelerate learning for a net positive food system - and we organise our own Food School events where we invite experts with different backgrounds, or do field visits to farms or factories.



### NO MEAT

SINCE WE DON'T EAT MEAT IN THE OFFICE, OUR TEAM OF 11 SAVES AROUND **117,500** LITRES OF WATER AND **5150 KG** CO2 PER YEAR.

### SUPPORT YOUR LOCALS

During COVID we launched the "Support Your Locals" campaign to support local farmers and producers when all cafes and restaurants were closed. Today when we **shop for groceries**, we try to buy locally as much as we can.

We support **Zimmerhoeve** - a social workplace with farm animals that compost the waste stream in the area - and **Odin**, a supermarket that supports biodynamic farmers, beekeepers, and other makers in and around the food.

Every Thursday, someone in our team is on cooking duty and **serves something fresh** and delicious. And since our team consists of foodies, don't be surprised if you find homemade chilli oil and kimchi in our kitchen.

### Worm hotel

At Food Cabinet, all of our meals are vegetarian, which means we have a lot of fruit and vegetable waste. To reduce that waste stream, we have an up and running worm hotel that composts 2 kilos per week. In a year, that comes down to:

**104 KILOS OF COMPOST**  
THAT WE USE TO FERTILISE OUR HERB GARDEN.



