



# GO FOR GOLD.



Original Belgian Fries  
The N°1 fries from the heart of Europe



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ENJOY  
IT'S FROM  
EUROPE



# Go For Gold.

Original Belgian Fries, that's gold in your hands. Straight from the heart of Europe, they are brought to you by Belgian suppliers — who combine their craftsmanship with state-of-the-art production processes to guarantee perfectly golden-yellow fries.

Original Belgian Fries: the N°1 fries from the heart of Europe.

“It’s no coincidence that the words ‘fries’ and ‘friends’ look so much alike.”

## Fries and Belgium, the perfect fit

Fries are everywhere in Belgium: they are ingrained in our daily cuisine, in the streets, in our culture. The Belgian fries culture reaches its peak in the *frietkot* (or fries shop). People come together in this typical small eating house to, almost ritually, enjoy our national symbol on the spot or take it away to share with family and friends.



### It takes two

Oh, yes, they make a fine couple: Belgian fries go hand-in-hand with that other Belgian culinary triumph... **beer**.



### Feast

Fries are a feast on the table. They form a perfect combination with different kinds of meat or a salad — or enjoy them simply on their own.



### Share

Take a few, then pass them on. Eating fries is all about **sharing the moment**.



### Let’s meet in the Frietkot

They are to be found everywhere, our *frietkoten*. Small shacks for quick snacks, on the spot or take-away, at any given time of day. No wonder that they are visited by Belgians and visitors from all walks of life.

Tourists visiting Belgium cannot go back home without having tried our ‘Belgian fries’ with their wide range of sauces served on top of them.

### Go For Gold

Perfectly baked, golden-yellow: ready to accompany lunch or dinner, or to be savoured as an individual dish.

### Did you know?

... that the Belgian *frietkoten* have been proclaimed ‘national intangible cultural heritage’?



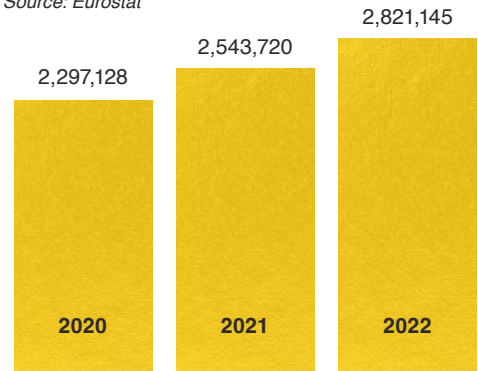
### Share in world export volume of fries (in tons)

Source: International Trade Centre

	2020	2021	2022
Belgium	35.0%	33.4%	33.4%
Netherlands	21.4%	21.9%	21.4%
Canada	13.8%	14.2%	15.7%
United States	11.8%	12.2%	11.7%
France	3.9%	4.2%	4.8%

### Belgian export volume of fries (in tons)

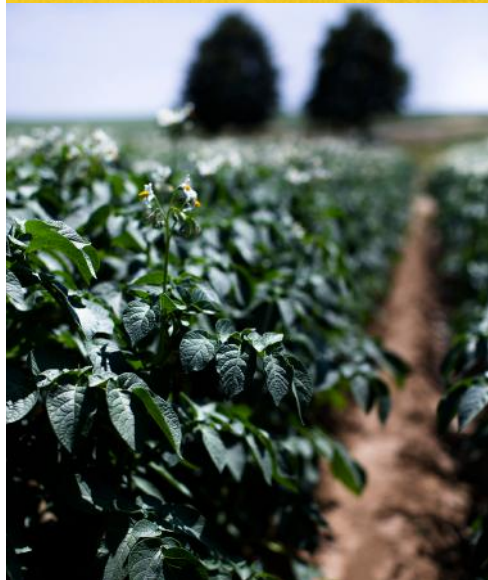
Source: Eurostat



# The world's N°1 exporter of frozen potato products

Belgium is a leading player in the potato world. Falling back on a rich tradition and long experience, it is the world's N°1 export country of frozen potato products. In 2022 more than, 6.2 million tons are processed into various potato products.

**Rich** The moderate sea climate brings plenty of rain as it guarantees a long and rich growing season. Our potato fields are nurturing beds of loam, clay or sandy soil.



## Different sources of success

Right in the heart of Europe's potato cultivation, Belgium combines the ideal soil and the appropriate climate for a rich diversity of potato varieties with the world's highest average yields. Add to that the growers' craftsmanship and the high-tech supply sector, and it becomes clear why Belgium can reach this high-quality potato production – which forms the basis of all processed potato products.

## Naturally

The secret behind Belgian fries? Their natural and well-monitored cultivation process. It all starts with high-quality, certified seed, which makes Belgian potatoes very fleshy and gives them their tasty and natural yellowish colour. So, no need to add dyes to give Belgian fries their golden-yellow aura.

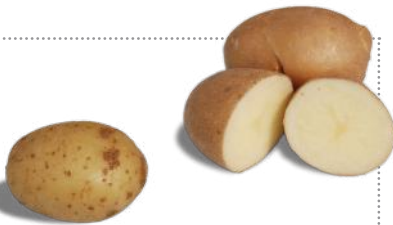
## On the edge of evolution

The Belgian potato processing industry incorporates the most modern environmental and sustainable European technologies and quality systems. Continuous investments and technological innovations keep the sector at the forefront, resulting in new, higher performance equipment and automation, expansion of storage capacity, enhanced food safety and new packaging concepts.

### Five for fries

Multiple potato varieties are cultivated in Belgium. Five of them are perfect for fries. But early varieties, and a number of new resistant varieties, are also made available. In other words: in Belgium, a continuous potato supply is guaranteed, so that our producers can constantly work on their fries — and on all other types of frozen potato products.

**Bintje:** the most traditional variety, a polyvalent potato  
**Fontane & Challenger:** purely focused on the fries segment, cultivated on a large scale  
**Innovator & Markies:** potatoes specifically fit for fries, less widespread



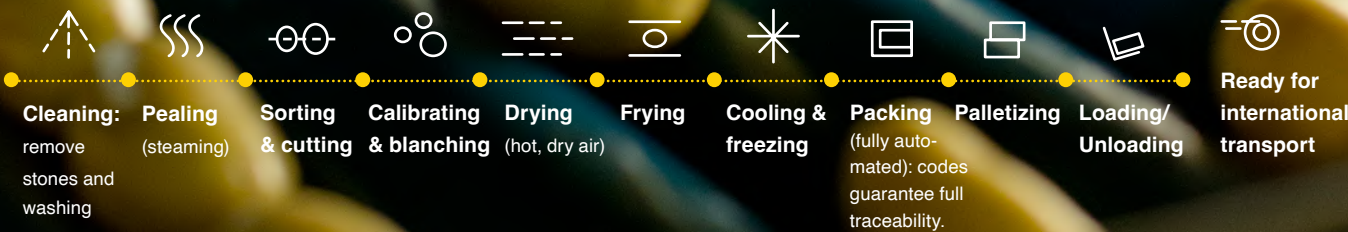
### Did you know?

... that Belgium is not only the world's leading frozen potato export country? We are a major importer of fresh potatoes as well, from our neighbouring countries: The Netherlands, the north of France, and Germany. Our neighbours' potatoes are like gold in the hands of our producers...

“You can take a potato out of Belgium, but you can't take Belgium out of a potato.”

## Production process: in constant control of quality

Supply: quality and size control





“European potato  
processors put  
sustainability at  
centre stage.”



**FASFC**

The Federal Agency for the Safety of the Food Chain (FASFC) is an independent control organization for plant and food safety. In addition to audits, it imposes regulations on self-control, reporting obligations, and traceability in the food chain — and it provides a certification tool for the operators who live up to these regulations.



**Vegaplan**

Vegaplan is a quality system that covers the potato crop. It defines the specifications growers have to meet in terms of the quality of primary plant products, and it translates this into a farm certificate. Its aim? To create a system of food safety, quality control and traceability in the entire plant chain. The Vegaplan standard contains European and local requirements for integrated crop protection and is recognized in other European countries.



**Sustainable Agriculture Initiative (SAI)**

The Sustainable Agriculture Initiative (SAI) has developed the Farm Sustainability Assessment tool (FSA 2.0) to assess a farm's sustainable development — i.e., its environmental, social and economic aspects. To comply with sustainability regulations, certified growers must prove that their efforts lead to sustainable development. The Vegaplan scheme has received SAI's golden status for the potato crop.

# Grown and produced with care

The best fries call for the best monitoring. From raw product through to processing, packaging and transport, the Belgian potato chain takes optimal care of its potatoes and fries. Backed by the most exacting procedures and quality standards.

**EU Food Safety Policy, Assuring Safe Food for Everyone**

Europe's strict interpretation of risk analysis has resulted in a quick reduction of the usage of chemical plant protection products. Recent examples are:

- Withdrawal of chlorpropham as a sprout suppressant for potatoes that are stored for a long time. In the EU, only natural-based sprout suppressants are allowed.
- Regulation on acrylamide:
  - prevention measures
  - mitigation
  - legal framework to reduce intake
  - guidelines for frying potato products: [goodfries.eu](https://goodfries.eu)



# Quality meets flexibility

By using the newest technology, the Belgian potato processing sector is able to meet the strictest quality and food safety standards and offer a high-quality product – with a rich taste, nice texture and a crispy coating. To guarantee the best products, innovation, quality and safety, the Belgian potato processing sector invests continuously in research and development throughout the entire potato chain.



“A good cooperation, with a trustworthy and communicative trade partner, starts with top quality products, and is backed by customized service, insights and advice.”

## Customized service

As the Belgian potato processing companies are familiar with all markets and potato trends worldwide, they have an eye for the client's needs, wishes, dreams and creativity. The purpose? To work in a flexible, innovative, customer-focused way. Long-term partnerships, and personal, trustworthy collaboration are what the Belgian companies stand for.

## Fries, and more

In addition to the original Belgian fries, all Belgian potato processing companies offer a wide range of potato products and specialties, with flexible solutions for the various demands of customers worldwide.

## Packed as you please

During packaging, all parameters are monitored closely to achieve perfect quality. Again, the suppliers' flexibility offers endless possibilities, including a wide choice of package sizes, private labelling and packaging designs.

## Perfectly delivered

Fast deliveries, flexible production lines and flawless traceability: just a few characteristics of the services delivered by the Belgian potato processing companies, who are always ready to help you find the best logistics and distribution solutions. With nearby seaports, operating all year round, the Belgian suppliers can reach all destinations easily.

“The Belgian potato sector is like a family with many members. And with an expanding universal fan base.”



### Flourishing for 500 years

They arrived quietly, but it soon became clear that they were here to stay. When potatoes were brought to Western Europe back in the 16th century, they quickly earned their place in the local food culture because of their high nutritional value: rich in vitamins, fibre, minerals, complex carbohydrates and potassium, and low in calories, fat and cholesterol. Over the centuries, the potato flourished and paved the way for Belgium's N°1 taste treat: fries. And the rest, as they say, is history.

### Lucky us, lucky you

We are lucky, we admit. The optimum combination of climate and soil for potatoes gives our fries a head start. But there is more to their success than these fortunate circumstances. Centuries of craftsmanship have resulted in profound know-how and expertise in both product and production, enabling our growers and processors to give our fries their unique taste. Which makes food lovers very lucky too.

### Go For Gold

What are consumers searching for? Quality and taste; tradition and authenticity; diversity and originality... and fun, of course! They're seeking an unrivalled culinary experience — which you can now offer them locally. Deliciously simple, and simply delicious: Original Belgian Fries have conquered the hearts and tastes of millions worldwide. Why? Because everyone wants to... Go For Gold.

## Conquer the heart of your customers

For ages, people from all over the world have come to Belgium to taste our unique and delicious fries. This time, though, our fries are making their way to you. Have a try yourself, and see why Belgian Fries are the only real fries. The combination of our tradition, our culture and our heritage ensures you will know when you are enjoying the world's favourites. And so will your customers!

### Why Original Fries are Belgian... and not French

The origin of Belgian fries dates back to the 17th century. In those days, the people in Belgium's Meuse valley region were already slicing and frying potatoes. 300 years later, during World War I (1914-1918), American soldiers based in Belgium mistakenly called the fried potatoes 'French fries'. Why? Because French was the Belgian army's official language. Unfortunately, the soldiers overlooked 3 centuries of Belgian culinary tradition.



### Did you know...

...that the Belgian fries have an ambassador? James Bint is the figure par excellence to represent 'Belgian fries' as a whole. He is almost literally the sign of the potato sector, a worthy ambassador of our golden fries..

James  
Bint says,  
“**BUY  
BELGIAN  
FRIES**”





## Looking to import frozen fries?

**Look no further.**

Go for pure products, from the world's leading frozen potato export country.

Go for perfect fries, with their distinguishing golden-yellow colour.

Go for Original Belgian Fries, the N°1 fries from the heart of Europe.

**Go For Gold.**  
**[www.originalfries.eu](http://www.originalfries.eu)**

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