

**CHEFS' IRISH
BEEF CLUB**

“ God made food; the devil the cooks ”

James Joyce's 'Ulysses'

“ I don't believe he was suggesting that the cooks or chefs were diabolical in nature – not even celebrity chefs – but rather that their skill levels were of such a sublime standard as to defy understanding of mere mortals ”

His Excellency, Michael D. Higgins, President of Ireland speaking at the Chefs' Irish Beef Club Reception, Áras an Uachtaráin (President's Residence) 12th June 2013

“ I want the best for my guests and in Ireland you have the grass, you have the climate and for all their lives the cattle graze outside, for me this is very interesting.”

Jean-Paul Jeunet, Chef, France



Introduction



The Chefs' Irish Beef Club is an exclusive international forum which brings together some of Europe's leading Michelin Star chefs who collectively endorse Irish beef.

The Club sees award-winning chefs give pride of place to Irish beef by serving it in their restaurants, some of the finest dining establishments in Europe. Their preference and advocacy for Irish beef enhances its reputation and helps us to position it as a premium product across the continent.

We celebrate that the Club has grown from an ambitious idea to include almost eighty member chefs who are spread across seven Chapters to include Belgium, Britain, France, Germany, Italy, Netherlands and Switzerland.

From Bord Bia's experience what the members enjoy most is the opportunity to learn about how our beef is raised on a natural diet and cared for by Irish beef farmers.

On their visit to this country they have witnessed the grass based agriculture that underlines Irish beef production and indeed enjoyed being welcomed into the homes of farming families across the country. These visits have created a special relationship and an understanding of the importance of producing sustainably.

Bord Bia together with the Irish Food and Drink Industry has set itself the ambition of becoming world leaders in producing sustainable food. We look forward to sharing our journey with you on the Origin Green programme.

A handwritten signature in black ink, which appears to read 'Aidan Cotter'. The signature is stylized and cursive.

Aidan Cotter
Bord Bia, CEO



Belgium

Established 2009



Irish Embassy, Brussels, May 2014: Luc Mignon, Dimitri Marit, Larbi Ouriaghli, Stéphane Grulois, Roland Debuyst.



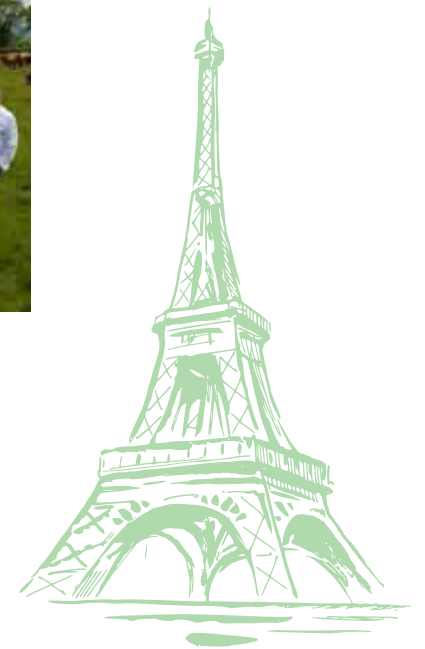


France

Established 2005



Arc de Triomphe, Paris, November 2012: Patrick Gauthier, Arnaud Faye, Christophe Moisan, Marc Seignard, Olivier Puchbroussoux, Gilles Ajuelos, Sébastien Gropellier, Pierre Caillet, Roland Borne, Jean-Paul Jeunet, Gaëtan Colin, Jean-Pierre Cazals, Roland Debuyst, Matthieu Fontaine, Romuald Fassenet.





Germany

Established 2012



Shrule, Co. Mayo, August 2012: Thomas Kammeier, Claudio Urru, Michael Mellet (farmer) and Patrick Bittner.





Netherlands

Established 2004



Ashford Castle, Co. Mayo, May 2011: Wilco Berends, Erik de Boer, Alain Alders, Angélique Schmeinck, Michel van der Kroft, Andrès Delpout, Martijn Kajuter, Jan Klein, Jan-Willem Teunis, Rogér Rasson, Erik van Loo, Gerrit Greveling, Jeroen Granneman, Niven Kunz.





Switzerland

Established 2012



Funkes Obstgarten Restaurant, Freinenbach, October 2012: Tobias Funke, Arno Sgier, Bruno Hurter, Richard Stökli, Heinz Rufibach, Dominic Lambelet, Urs Keller.



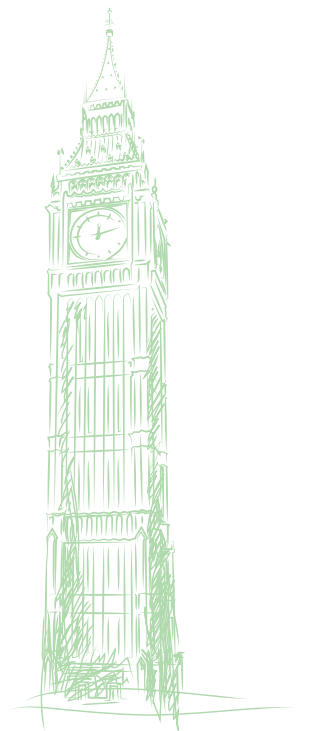


United Kingdom

Established 2013



Irish Embassy, London, May 2014: Ashley Palmer-Watts, Henry Harris and John Cadieux.





Italy

Established 2014



Osteria della Brugheria Restaurant, Bergamo, March 2014.





Sweden

Plans are underway to launch a club in 2015
Bord Bia
Irish Food Board



Irish Beef Masterclass, Ett Hem, Stockholm, February 2014.



Bocuse d'Or



In 2013 Irish beef was selected as the key ingredient for the Bocuse d'Or international culinary competition.



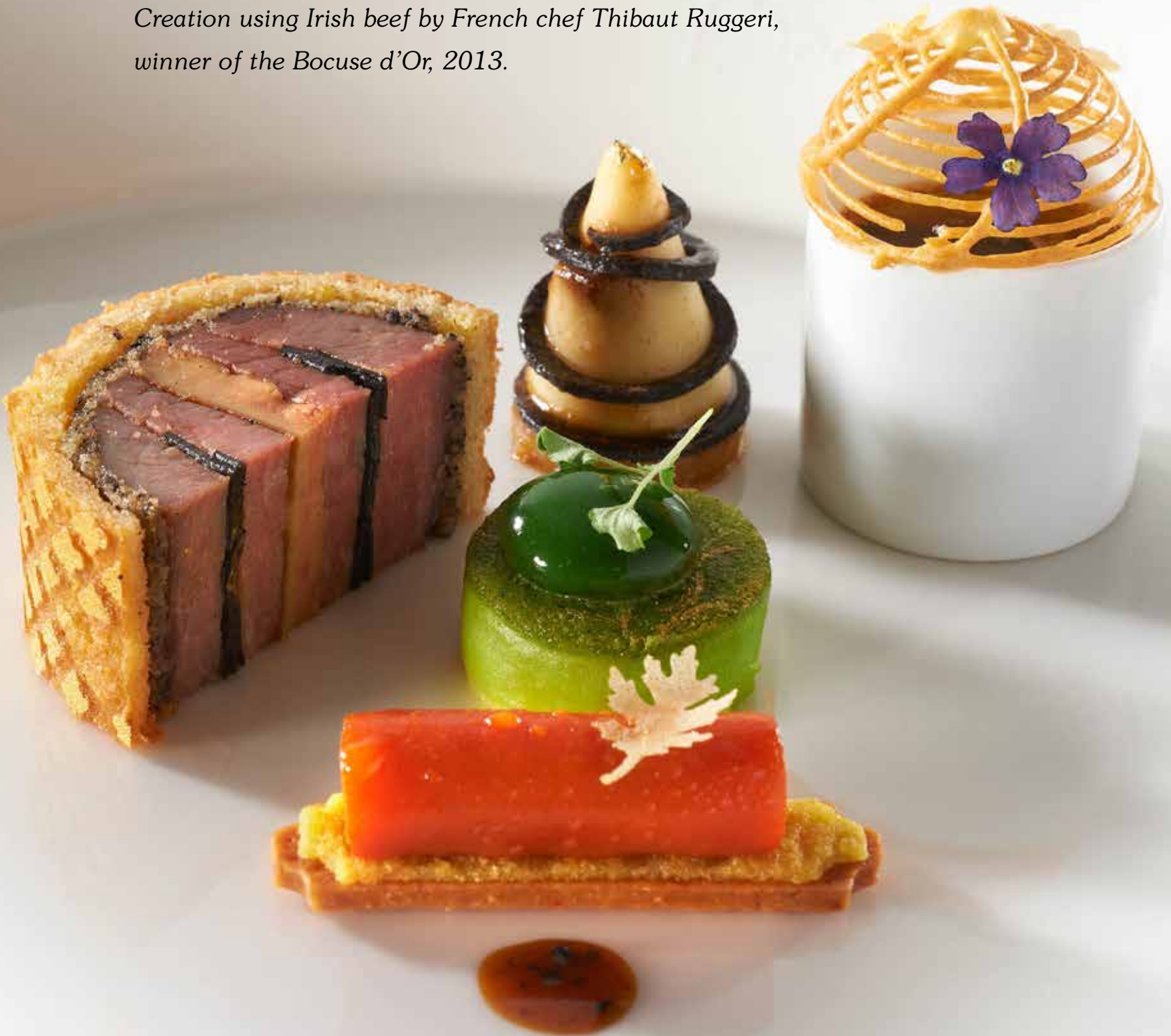


And the winner is... France!



“Filet be bœuf dans l’idée d’un Rossini.”

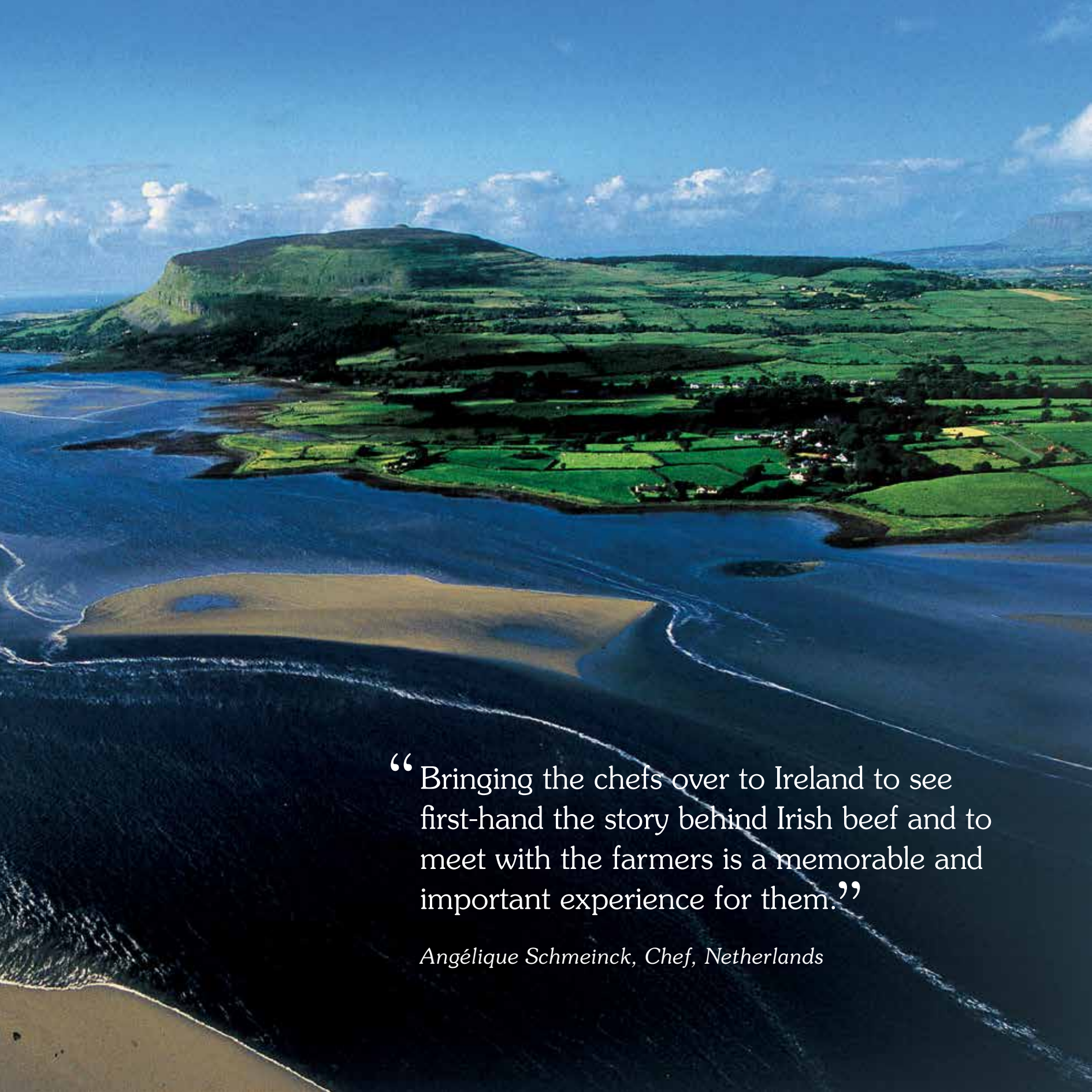
*Creation using Irish beef by French chef Thibaut Ruggeri,
winner of the Bocuse d’Or, 2013.*



UK Team wins Bocuse d'Or Irish Beef Award



Aidan Cotter, Bord Bia, CEO, presenting the award to the UK team.



“Bringing the chefs over to Ireland to see first-hand the story behind Irish beef and to meet with the farmers is a memorable and important experience for them.”

Angélique Schmeinck, Chef, Netherlands

An International Gathering



In 2013, from the 9th - 11th of June, Bord Bia hosted an international gathering of the Chefs' Irish Beef Club members, which included a visit to Jim Hogan's farm in Carlow.



Over the course of three days, fifty high profile chefs from Belgium, Denmark, France, Germany, Iceland, Italy, Japan, Luxembourg, Netherlands, Singapore, Sweden, Switzerland and the UK met and saw (many for the first time) our farmers, countryside and sustainable farming in action.







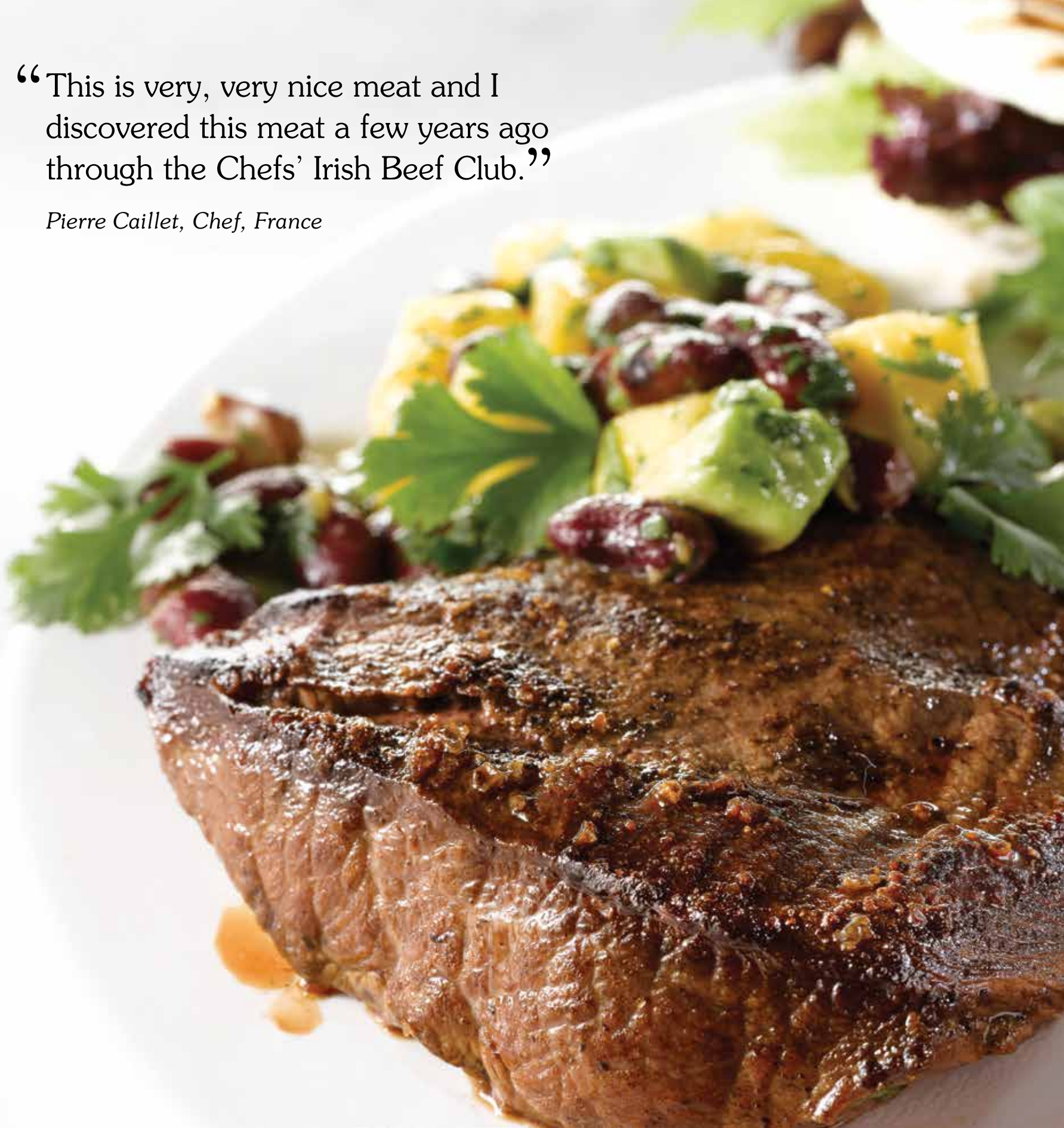






“This is very, very nice meat and I discovered this meat a few years ago through the Chefs’ Irish Beef Club.”

Pierre Caillet, Chef, France



Official Reception at the President's Residence



The President of Ireland, Michael D. Higgins, hosted an official reception at his residence, Áras an Uachtaráin, for the visiting chefs.





Origin Green Reception



We did not inherit this world from our parents, we borrowed it from our children. One day we will return it to them. When we do it should be every bit as bountiful as it was when we found it. That's what sustainability means...





Member Chefs



Gilles Ajuelos

La Marlotte

Member since 2007

www.lamarlotte.com



Alain Alders

De Vrienden Van Jacob*

Member since 2011

www.devriendenvanjacob.nl



Stefano Arrigoni

Osteria della Brughiera*

Member since 2014

www.osteriadellabrughiera.it



Adam Bennett

The Cross

Member since 2014

www.thecrosskenilworth.co.uk



Wilco Berends

**Sandton Restaurant
Hotel De
Nederlanden***

Member since 2006

www.nederlanden.nl



Patrick Bittner

**Francais*
Steigenberger
Frankfurter Hof**

Member since 2012

www.francais-restaurant.de



Roland Borne

Groupe Flo

Member since 2011

www.groupeflo.com



John Cadieux

Goodman Restaurants

Member since 2013

www.goodmanrestaurants.com



Jacques Cagna

La Rôtisserie d'en Face

Member since 2007

www.jacques-cagna.com



Pierre Caillet

Le Bec au Cauchois*

Member since 2012

www.lebecaucauchois.com



Jean Callens

Callens Café

Member since 2009
www.callenscafe.be



Francesco Cassarino

Caravanserraglio

Member since 2014
www.caravanserragloragusa.com



Jean-Pierre Cazals

Restaurant Le Spinaker

Member since 2007
www.spinaker.com



Gaëtan Colin

Jaloo

Member since 2009
www.jaloo.com



Sara Conforti

Osteria del Vicario*

Member since 2014
www.osteriadelvicario.com



Mario Corti

**Restaurant Luce d'Oro*
Hotel Schloss Elmau**

Member since 2013
www.schloss-elmau.de



Erik de Boer

Restaurant Lakes*

Member since 2006
www.restaurantlakes.nl



Thorvald de Winter

Restaurant Apicius

Member since 2004
www.apicius.nl



Roland Debuyst

Orange Restaurant

Member since 2009
www.orangerestaurant.be



Andrès Delpout

Restaurant Anna

Member since 2007
www.restaurantanna.nl



Frédéric Duca

**Restaurant Racines,
Quartier Tribeca New
York**

Member since 2013
www.racinesny.com



Romuald Fassenet

**Restaurant Chateau
du Mont Joly***

Member since 2010
www.chateaumontjoly.com



Arnaud Faye

**L'Auberge du Jeu de
Paumes-La Table du
Connetable****

Member since 2012
www.aubergedujeudepaumechantilly.fr



Matthieu Fontaine

Restaurant Quai Ouest

Member since 2007
www.quaiouest-lorient.com



Tobias Funke

Fernsicht Heiden

Member since 2012
www.fernsicht-heiden.ch



Andrea Fusco

Giuda Ballerino*

Member since 2014
www.giudaballerino.com



Markus Gass

Adler Hurden*

Member since 2012
www.mg-adlerhurden.ch/de/



Patrick Gauthier

**Restaurant La
Madeleine***

Member since 2007
www.restaurant-lamadeleine.fr



**Giuliana
Germiniasi**

Ristorante Capriccio*

Member since 2014
www.ristorantecapriccio.it



Ueli Grand

Ustria Startgels

Member since 2012
www.grandislaax.ch



Gerrit Greveling

Villa Bleijenburg

Member since 2008
www.gerritgreveling.nl



Sébastien Gropellier

Restaurant La Table de Chaintré*

Member since 2007
www.latabledechaintre.com



Stéphane Grulois

Restaurant Maxens

Member since 2014
www.maxens.be



Henry Harris

Racine Restaurant

Member since 2013
www.racine-restaurant.com



Hans Horbeth

La Vision
Hotel Wasserturm**

Member since 2012
www.hotel-im-wasserturm.de



Bruno Hurter

Waldhaus Flims

Member since 2012
www.waldhaus-sils.ch/de/



Pascal Jalhay

**R&D Manager at Marfo,
Masterchef,
Ex-Head Chef of
Vermeer****

Member since 2013
www.marfo.com



Jean-Paul Jeunet

Restaurant Jean Paul Jeunet**

Member since 2005
www.jeanpauljeunet.com



Martijn Kajuitier

The Cliffhouse Hotel*

Member since 2011
www.thecliffhousehotel.com



Thomas Kammeier

**Restaurant Hugos*
Hotel InterContinental
Berlin**

Member since 2012
www.hugos-restaurant.de



Wouter Keersmaekers

De Schone van Boskoop

Member since 2009

www.deschonevanboskoop.be



Urs Keller

Kongresshaus Zürich

Member since 2012

www.kongresshaus.ch



Kolja Kleeberg

Restaurant VAU*

Member since 2012

www.vau-berlin.de



Jan Klein

Restaurant Hermitage*

Member since 2004

www.restaurant-hermitage.nl



Niven Kunz

Restaurant Niven*

Member since 2009

www.restaurantniven.nl



Dominic Lambelet

Paste Ines

Member since 2012

www.paste-ines.ch



Eric Léautey

France 2 & Cuisine TV

Member since 2007

www.ericleautey.com



Bernard Leprince

Groupe Frères Blancs

Member since 2013

www.freresblanc.com



Dimitri Marit

**Restaurant Jacques
Marit***

Member since 2014

www.jacquesmarit.be



David Martin

Restaurant la Paix*

Member since 2009

www.lapaix1892.com



Shane McMahon

Shane's Restaurant

Member since 2013
www.shanesrestaurant.de



Roman Meyer

Restaurant OX

Member since 2012
www.ox-interlaken.ch



Luc Mignon

**Restaurant
Le Saisonnier**

Member since 2009
www.lesaisonnier.be



Christophe Moisan

Le Celadon*

Member since 2013
www.leceladon.com



Marco Müller

Wein-Bar Rutz*

Member since 2012
www.rutz-weinbar.de



Larbi Ouriagli

Lola

Member since 2009
www.restolola.be



Ashley Palmer-Watts

**Fat Duck Executive
Head Chef*****

Member since 2014
www.thefatduck.co.uk



Cornelia Poletto

Restaurant Poletto

Member since 2012
www.poletto.de



Rogér Rassin

Restaurant La Rive**

Member since 2010
www.restaurantlarive.nl



Rocky Renaud

Restaurant Le Passage*

Member since 2009
www.le-passage.fr



Daniele Repetti

Nido del Picchio*

Member since 2014

www.ristorantenidodelpicchio.it



Lionel Rigolet

Comme Chez Soi**

Member since 2009

www.commechezsoi.be



Lucas Rive

Restaurant Lucas Rive*

Member since 2004

www.lucasrive.nl



Christoph Ruffer

Restaurant Haerlin**

Fairmont Hotel Vier Jahreszeiten

Member since 2013

www.restaurant-haerlin.de



Angélique Schmeinck

Taste to Taste

Member since 2009

www.tastetotaste.nl



Heinz Rufbach

Restaurant Le Gourmet, Hotel Alpenhof

Member since 2012

www.alpenhofhotel.ch



Filippo Saporito

La Leggenda dei Frati

Member since 2014

www.laleggendadeifrati.it



Marc Seignard

Restaurant Le Village à Neuilly

Member since 2007

www.villageneuilly.com



Arno Sgier

Restaurant Traube Trimbach*

Member since 2012

www.traubetrimbach.ch



Richard Stöckli

Restaurant Alpenblick*

Member since 2012

www.hotel-alpenblick.ch



Claudio Urru

**Löwen-Hotel
Montafon**

Member since 2012
www.loewen-hotel.com



**Michel van der
Kroft**

**Restaurant't
Nonnetje***

Member since 2010
www.hetnonnetje.nl



**André van
Doorn**

**Restaurant Kasteel
Heemstede***

Member since 2006
www.restaurant-kasteelheemstede.nl



Geert van Hecke

De Karmeliet***

Member since 2009
www.dekarmeliet.be



Erik van Loo

**Restaurant
Parkheuvel****

Member since 2005
www.parkheuvel.nl



**Marcel van
Zomeren**

**Restaurant In den
Rustwat**

Member since 2004
www.idrw.nl



Edwin Vinke

**De Kromme
Watergang****

Member since 2013
www.krommewatergang.nl

Honorary Member

In 2012, Paul Bocuse became an honorary member of the Chefs' Irish Beef Club



Paul Bocuse Restaurant, Lyon, October 2012: Bernadette Byrne, Jean-Paul Jeunet, Paul Bocuse, Ambassador Paul Kavanagh, Christian Têtedoie, Noreen Lanigan.

“Our passion to produce food of excellence matched with an ambition to become world leaders in sustainable food production is at the heart of the Bord Bia Origin Green initiative.”

*Simon Coveney TD,
Minister for Agriculture, Food and the Marine*



“There is no sincerer love than the love of food”

George Bernard Shaw

Bord Bia
Irish Food Board

www.bordbia.ie