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FOREWORD

Back in 2010, in a quaint little butcher shop in the Dutch city of The Hague, the public was first introduced to The Vegetarian Butcher's plant-based meat products. The shop brought together both vegans and carnivores, who you could say come from different worlds. The Vegetarian Butcher created a new world for meat lovers, where artisanship and plant-based ingredients resulted in a true tribute to meat.

That is also the aim of this book: to celebrate the diversity that plant-based meat can bring, and that there is more that unites us than sets us apart.

To satisfy meat eaters' tastebuds, The Vegetarian Butcher has always believed that meat successors need to match to the taste, texture and nutritional content of animal-based products. This has been the guiding principle of the company founded by Jaap Korteweg, ninth-generation farmer and meat lover, who decided to go vegetarian so he could offer people the opportunity to enjoy the experience of meat while sacrificing nothing. For more than a decade, The Vegetarian Butcher has taken on mighty meat icons like sausages, burgers and mince and transformed them into satisfying plant-based versions.


For this book, we spoke with eleven top chefs and front runners to hear their thoughts on a plant-based future. Our special thanks go out to Jonnie and Thérèse Boer, Paul Bom, Asimakis Chaniotis, James Goodyear, Josita Hartanto, Erik van Loo, Andrew Pern, Ricky Saward, Roepa Sonai, and John Warrington. Each of them contributed their best recipe based on one of our products: our vegan Chicken Chunks, vegan Crispy Chicken Burger, vegan Chicken Breast, vegan Raw Burger, or vegetarian Meatballs. Most of the recipes in *New Meat* were developed by José van Mil and Fleur van Mil. We also compiled tips and tricks from our master butchers, terrific hacks that will help you get even more out of our products and make the most wonderful feel-good dishes.

So here you have it: *New Meat*. The one hundred classic recipes are irresistible, and all are based on the new meat. This cookbook will provide every meat lover with the key to unlocking old-fashioned enjoyment, each time they go into the kitchen.

This book is an ode to everyone who is part of the Food Revolution – the food lovers, the revolutionary tastemakers, and the meat lovers determined to live, and let live.

The Vegetarian Butcher



 2 servings (main dish)  20 minutes

SPICY NOODLE SOUP WITH VEGAN CHICKEN CHUNKS

1 garlic clove
a small piece (about 25 g) of fresh ginger
1 small red chilli pepper
4 spring onions
1 carrot
1 tomato
1 Shanghai bok choy or part of a regular bok choy
1½ tsp curry powder
1 pack (160 g) vegan Chicken Chunks
by The Vegetarian Butcher
groundnut (peanut) or sunflower oil
2 tsp hot thick pepper sauce (such as
sambal oelek)
750 ml vegetable stock
2–3 tbsp sweet soy sauce (such as Indonesian
kecap manis, or thick Chinese sweet soy sauce)
150 g rice noodles
10 sprigs of fresh coriander (cilantro)
a few drops of sesame oil

Also needed: wok

Peel and finely chop the garlic. Peel and grate the ginger. Remove the stem and seeds of the red pepper and slice into thin rings. Cut the spring onions diagonally into thin rings; reserve some of the green rings for garnishing the soup. Peel the carrot and cut into very thin strips.

Chop the tomato. Leave the smaller green bok choy leaves whole; cut the larger ones into pieces and slice the white stems into thin arches.

Mix the curry powder into the Chicken Chunks. Place a wok over high heat and add a splash of oil. Add the Chicken Chunks to the wok along with the ginger, chilli pepper rings, most of the spring onion, and the carrot strips and stir-fry for 3 minutes. Add the chopped tomato, the white bok choy stem slices, and 1 teaspoon hot pepper sauce. Stir-fry for 1 minute more.

Pour in the stock and 2 tablespoons sweet soy sauce and bring to a boil. Add the green bok choy leaves and allow to cook gently for a few minutes.

Meanwhile, cook the noodles until done according to the packet instructions. Tip the noodles into a colander, rinse with cold water, and allow to drain.

Taste the soup and add a little more sweet soy sauce and hot pepper sauce if you like. Divide the noodles over 2 large bowls, and add the soup with Chicken Chunks. Tear the fresh coriander leaves into pieces over the bowls, sprinkle with the reserved spring onions, and drizzle with a little sesame oil.

You'll be all set with this hearty one-pot soup with vegan Chicken Chunks. This soup is ideal for using up those leftovers in the fridge. You can adapt it to any season, so let your inspiration run like a free-range chicken.



‘We are there at the source, and have a big influence on what gets eaten in the wider world.’

Ricky Saward is chef at vegan restaurant Seven Swans in Frankfurt, Germany. Seven Swans is the first vegan restaurant in the world to be awarded a Michelin star; it has also received a Michelin green star for sustainability. Many of the ingredients he uses come from the restaurant’s own farm, which is located nearby.

I try to win my guests over to vegan cuisine with the kinds of simple, familiar vegetables everyone has access to. The dishes I make with them allow these vegetables to shine. On the plate I go for simplicity, with the star players taking centre stage. Every award is an acknowledgement of all the blood, sweat, and tears, and for a chef, a Michelin star is the ultimate achievement. But from that point on, you have to continue to grow. It was fantastic to be the first restaurant to receive the Michelin Sustainability Award. The Seven Swans is a local, seasonal, sustainable vegan restaurant with a root-to-leaf and farm-to-table concept. We know our region and we know where what grows when. As a professional chef, your reach extends far beyond your own home kitchen – we are there at the source, and have a big influence on what gets eaten in the wider world. Now I’m chef at the first Michelin-starred vegan restaurant in the world, with our own farm that grows more than 350 kinds of vegetables and herbs – something I never would have expected when I was starting out.

My mission is to bring vegetables, nature, and a regional sense of place closer to our guests, and to make the world as a whole a better place.

Permaculture is a part of this: I believe that we need to understand nature and interfere with it less so that harmony can arise – and that’s always a good thing.

Over the past few years I’ve heard pretty much all of the biases people have. Although I have never heard classics like *Vegetables don’t have any flavour*, *Vegetables are boring*, and *Vegetables are just for garnishes* from guests in the restaurant or at my table at home. So far, I’ve been able to convince every carnivore I’ve met of just how amazing vegetables are.

For me, the biggest challenge in plant-based cooking is eliminating animal fat. Cooking without milk, cream, and eggs, and with only regional products – that truly seemed like the Champion’s League. But I’ve learned that it’s really not that hard if you allow the vegetables to speak, keep their characteristics in mind, and understand how they respond to various techniques.

I dedicate my recipe to my mother. It’s so easy and quick to make. Just delicious. I’ve loved this since I was a kid. It’s good for using up leftovers, and this is my contemporary vegan interpretation of this dish.

RICKY COOKS: THE VEGETARIAN BUTCHER FRICASSEE

THE VEGETARIAN BUTCHER FRICASSEE

200 g pearl barley
4 shallots
2 splashes of sunflower oil
2 chunks of about 25 g vegan margarine,
plus 25 g extra
50 ml white wine
800 ml vegetable stock
freshly ground black pepper and salt
1 pack (160 g) vegan Chicken Chunks or
2 vegan Chicken Breasts by The Vegetarian Butcher
150 g carrots
150 g mushrooms
25 g flour
100 ml vegan cream
squeeze of lemon juice
1 sprig of rosemary
1 sprig of thyme
3 bay leaves

Wash the pearl barley several times until the water runs clear, then leave to soak for 20 minutes.

Meanwhile, peel the shallots and chop them into small pieces. In a deep pan, heat a splash of oil and a chunk of margarine over low heat. Add the shallots, and sweat them slowly until they are translucent. Then add the white wine to deglaze the pan, and allow the liquid to reduce briefly. Add the pearl barley and half of the vegetable stock. Taste, and add salt. Cook the pearl barley al dente according to the packet instructions, then spoon onto a baking sheet and spread out the grains so they will cool

quickly. Loosen the pearl barley grains with a spatula occasionally to keep them from sticking together.

Place the Chicken Chunks or Chicken Breasts onto a cutting board, and cut them into bite-sized chunks. Heat a little oil and margarine in a frying pan over medium heat, add the chunks, and stir-fry for a couple minutes until golden brown.

Peel the carrots and cut them in half lengthwise, or into pieces of any size you like. Clean the mushrooms and cut them into bite-sized pieces.

Now make the roux. Melt the 25 grams of margarine in a saucepan over low heat, then add the flour. Stirring constantly with a whisk, blend the flour into the margarine and cook until it is golden and creamy. Very gradually whisk in the remaining vegetable stock (it doesn't matter if it's warm or cold). Heat to simmering, and continue to stir to keep lumps from forming.

Bring everything to a boil again. Add the vegan cream, mushrooms, carrot, rosemary, thyme, and bay leaves, and allow to simmer for 5 to 8 minutes. Make sure to stir occasionally!

Taste, and season the fricassee with a squeeze of lemon juice and pepper and salt. Add the fried Chicken Chunks and simmer for 5 minutes more.

Remove the bay leaves, rosemary and thyme sprigs before serving with the warm pearl barley.



VEGAN CHICKEN AND CHIPS WITH HOME MADE RED SKIN POTATO FRIES

1 kg red potatoes, unpeeled
vegetable oil for deep-frying
(coarse) salt
4 sprigs of flat-leaf parsley
8 vegan Crispy Chicken Burgers
by The Vegetarian Butcher
pinch of smoked paprika (powder)
splash of crema di balsamico (balsamic vinegar
condiment)

Also needed: 4 pieces of newspaper; deep fryer
or other pan for deep-frying; kitchen thermo-
meter

Slice each potato into 6 to 8 long fries. Place them on a clean tea towel and pat them dry.

Fill a deep fryer with oil to the maximum level indicated on the fryer, and heat the oil to 150 °C. Fry the potatoes in 4 batches for 7 to 10 minutes, but don't let them get brown. When they float to the surface, they're ready. Allow the fries to drain in a colander lined with kitchen paper while you fry the rest for the first time.

Just before you're ready to eat, fry them one more time. Heat the oil in the deep fryer to 180 °C and fry in 4 batches until golden brown. Allow them to drain in a colander lined with more kitchen paper. Sprinkle with a little salt and give them a good shake.

Meanwhile, coarsely chop the parsley.

When the fries are ready, deep-fry the Burgers in small batches until crisp. Cut them in half. Divide the fries over the 4 pieces of newspaper, top with the Crispy Chicken Burger halves, drizzle with a little crema di balsamico, and sprinkle with smoked paprika and parsley.

Traditionally served on squares of newspaper, you eat our vegan Crispy Chicken Burgers and home made fries with crema di balsamico with your hands. These Burgers make headlines! For extra tartness, you can also use regular balsamic vinegar.





IRISH STEW WITH VEGAN MEATBALLS AND GUINNESS

1½ l vegetable stock (made with 4 stock cubes)
6 dried porcini mushrooms (boletus)
6 sprigs of thyme
500 g waxy potatoes
500 g floury potatoes
4 vegan Raw Burgers by The Vegetarian Butcher
2 leeks
3 onions
800 g (smallish) carrots
about 500 ml Guinness
1 tbsp light brown sugar
freshly ground black pepper
8 sprigs of flat-leaf parsley

In a casserole (Dutch oven) or other deep pan, bring the stock, the dried mushrooms and thyme to a boil. Cook gently over low heat for 10 minutes.

Meanwhile, peel both kinds of potatoes. Cut the small ones into 4 pieces and the large ones into 6. Shape the Raw Burgers into 20 balls. Cut the leeks into wide slices. Peel the onions and slice them into rings. Peel the carrots, and leave them whole.

After the stock has simmered for 10 minutes, add the Guinness and the sugar. Stir and bring to a boil.

Add the potatoes, carrots, onion rings, and a generous amount of pepper to the stock. Cook for 5 minutes. Add Burger balls and leeks to the pan. Bring just to a boil, cover the pan halfway with a lid, and simmer for around 20 minutes until done. If necessary, add another 500 millilitres of stock to the pan. Taste, and season with more pepper if desired.

Coarsely chop the parsley. Ladle the Irish stew into warm deep plates or bowls, remove the sprigs of thyme if you like, and sprinkle with the parsley.

Wonderful served with warm crusty bread.

Tip: Irish stew can also be made with pearl barley. First wash 100 grams of pearl barley and allow it to drain in a colander. Then add it to the stock along with the dried mushrooms and thyme.

The basic ingredients for a classic Irish stew vary from family to family: with or without Guinness, with or without barley, with or without leeks, with one or two kinds of potato. It all comes down to what you like best. What this stew does always contain are carrots and onions – and also definitely vegan meatballs from now on. Let's get the balls rolling!



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BREAK FAST, BRUNCH, AND LUNCH



FLAMMKUCHEN WITH VEGAN CHICKEN CHUNKS AND CHERRY TOMATOES

300 g white flour, plus extra
freshly ground black pepper and salt
4 g dried yeast
4 tbsp sunflower oil, plus extra
2 packs (160 g each) vegan Chicken Chunks
by The Vegetarian Butcher
150 g spinach
150 g cherry tomatoes
125 g red onions
200 g vegan mozzarella
200 ml oat-based crème fraîche
½ tsp smoked paprika (powder)

Also needed: wide pastry brush

Start with the dough: sift the flour into a bowl. Sprinkle a pinch of salt around the inside edge of the bowl and the yeast in the middle. Add 175 millilitres of lukewarm water and 3 table-spoons sunflower oil and mix. Feel the dough to make sure it's not too dry (it should be just barely sticky), and if necessary, add a tiny bit of water. Knead the dough for about 10 minutes until smooth and elastic. Cover the dough and allow to rise for 1 hour. Then knead again briefly.

Preheat the oven to 220 °C. Divide the dough into 4, 5, or 6 pieces and roll into balls. You can also make 1 large ball. On a floured worktop, roll the balls of dough into thin ovals or rounds. Transfer them to a baking sheet lined with baking paper.

Heat the remaining sunflower oil in a frying pan. Add the Chicken Chunks, sprinkle with a little pepper, and fry them on one side for a few minutes until crisp. Remove the Chunks from the pan. Stir-fry the spinach for 2 minutes until just wilted.



Meanwhile, cut the cherry tomatoes in half. Peel the onions and slice them into half-moons. Tear the mozzarella into pieces. Spread the dough with a thin layer of oat-based crème fraîche, staying 1 to 2 cm away from the edges.

Arrange the Chicken Chunks, spinach, cherry tomatoes, and mozzarella on top of the oat-based crème fraîche. Sprinkle with pepper and the paprika. Brush the edges with a little oil. Bake in the hot oven for 4 to 6 minutes until the edges are crisp and light brown.

Flammkuchen (tarte flambée, or 'flame tart') is an iconic dish that flew in from the Alsace region of France. Thin, crispy bread dough spread with oat-based crème fraîche and topped with juicy vegan Chicken Chunks, vegan mozzarella, and cherry tomatoes. We're all fired up!





 6–8 servings (main dish)  1 hour and 15 minutes

VEGAN SUNDAY MEATLOAF WITH MUSHROOM GRAVY

1 bunch (about 30 g) mixed fresh Italian herbs
3 garlic cloves
10 vegan Raw Burgers by The Vegetarian Butcher
2 tbsp mustard
about 65 g vegan margarine (cold from the fridge)
500 ml vegetable stock
1 onion
300 g mixed mushrooms
30 g dried porcini mushrooms (boletus)
freshly ground black pepper and salt

Also needed: small fireproof roasting tin

Preheat the oven to 170 °C. Remove the leaves from the sprigs of herbs and finely chop. Peel and finely chop the garlic.

Put the Raw Burgers into a large bowl along with the herbs, half of the garlic, and 1 tablespoon mustard and knead everything together. Shape this meatloaf mixture into an oval loaf of around 7 (high) x 11 (wide) x 20 (long) cm. Place a few chunks of margarine in the roasting tin; put the meatloaf on top of these chunks, and place a few chunks of margarine on top of the meatloaf (around 40 grams margarine in total). Then add a generous splash of the stock. Put the meatloaf in the oven and bake for 55 to 65 minutes until done. Spoon over some of the juices from the roasting tin at regular intervals.

Add a little more stock if the roasting tin gets too dry while the meatloaf is baking. Meanwhile, peel and finely chop the onion. Clean the fresh mushrooms and cut them into large chunks.

Heat a chunk of margarine in a frying pan and stir-fry the onion with the remaining garlic for 3 minutes over medium heat until translucent. Increase the heat to high. Add the fresh mushrooms and stir-fry for 2 minutes more. Add 300 millilitres of stock and the dried mushrooms (don't soak them in advance!). Bring nearly to a boil and allow to cook gently for 5 minutes. Turn off the heat and allow to stand until the meatloaf is done.

Take the meatloaf out of the roasting tin and place it on a cutting board. Place the roasting tin over high heat. Add the stock with mushrooms to the pan juices in the roasting tin and bring to a boil while stirring. Stir in the remaining mustard to taste, then stir in another 25 grams margarine (divided into 4 chunks), one chunk at a time. Allow to come briefly to a boil. Taste, and season with pepper and salt.

Cut the meatloaf into thick slices and serve with the mushroom gravy.

Tip: Good served with potatoes cooked in their jackets and green beans, peas, or a salad.

'Meatloaf' sounds like 'meat love', and that's exactly what we're showing here: our love for meat, the plant-based way.