

Rode Kruis Ziekenhuis

The kitchen thinks

The sea food grows food for a better world.



Rode Kruis Ziekenhuis

Beverwijk

Introduction



Maarten Bijlsma
Head of Hospitality



Ivar Kronenburg
Executive Chef



General

- Regional hospital (Amsterdam area)
- Number of beds: **275**
- Number of employees: **1.450**
- Burn Centre Beverwijk – international leading for **treatment burns & scars**



Vision & Mission

Vision

Patient is truly at the **center**.

- Offer personal, safe, and proven effective care of high quality
- Care is tailored to the individual needs and wishes
- Together, we determine the best care plan, possibly even outside the hospital or at home. For complex care, we work with top hospitals.

Mission

We are committed to **optimizing** the **health** and **vitality** of our patients

- Our goal is for each patient to achieve the highest possible quality of life.
- Provide fast, expert, and **patient-centered care**, focusing on recovery and maintaining health.

Sustainability



SUSTAINABLE FOOD POLICY



Plant-forward
menu **80%-20%**



Feedback-driven
improvement



Healthy &  sustainable strategy



SUSTAINABLE BUILDING & ENERGY MANAGEMENT

New construction
& renovation

Regional collaboration

Circularity & energy
management

***Climate
neutral in
2045***

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Different clients

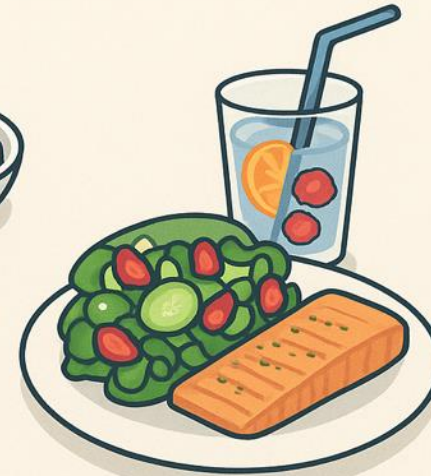
**PATIENT
FOOD**



**STAFF
FOOD**



**VISITOR
FOOD**

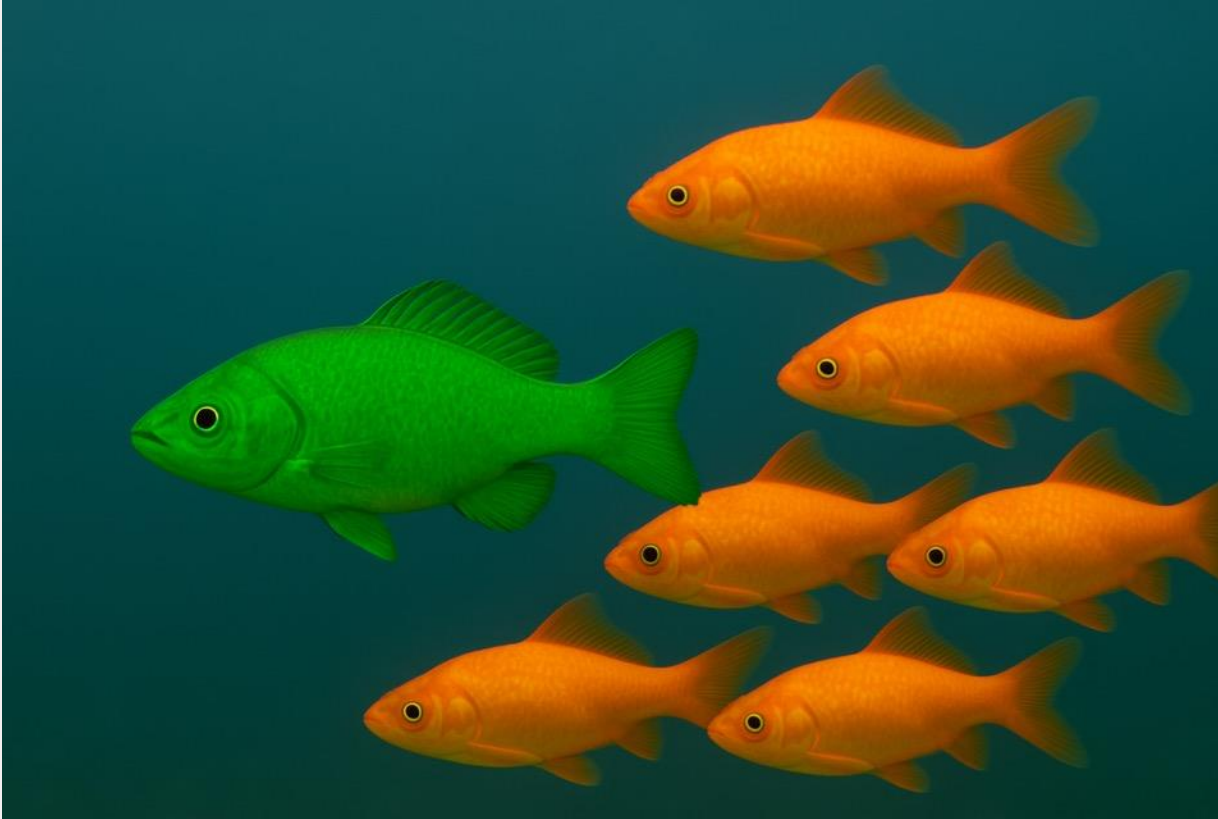


Changes over time



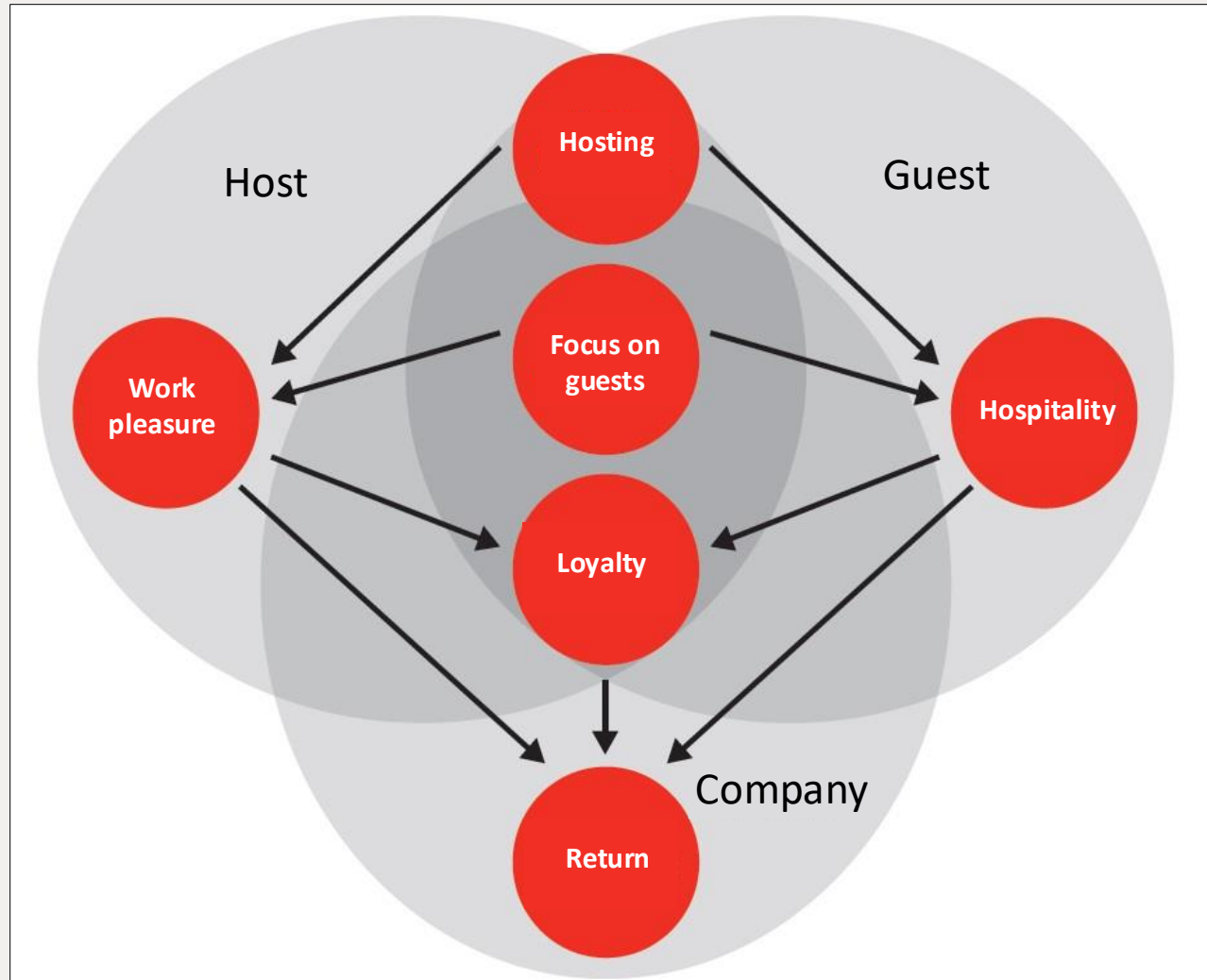
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The challenge: to be the first



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The Dilemma



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Solution: Hybrid meat and plantbased



SEAWEED INSIDE



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Menu

Patient

Soups

- Pea soup with hybrid smoked sausage

Snacks

- Hybrid meatball with satay sauce
- Seaweed ball with tomato sauce

Diner dishes

- Mashed carrots and onions with hybrid meatball
- Sauerkraut mash with apple and hybrid smoked sausage
- Roasted pumpkin with boiled potatoes and hybrid beef roll

Restaurant

Menu

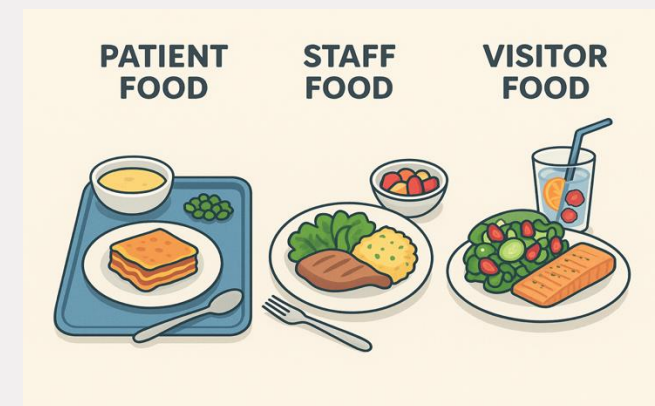
- Pasta with seaweed balls
- Seaweed burger



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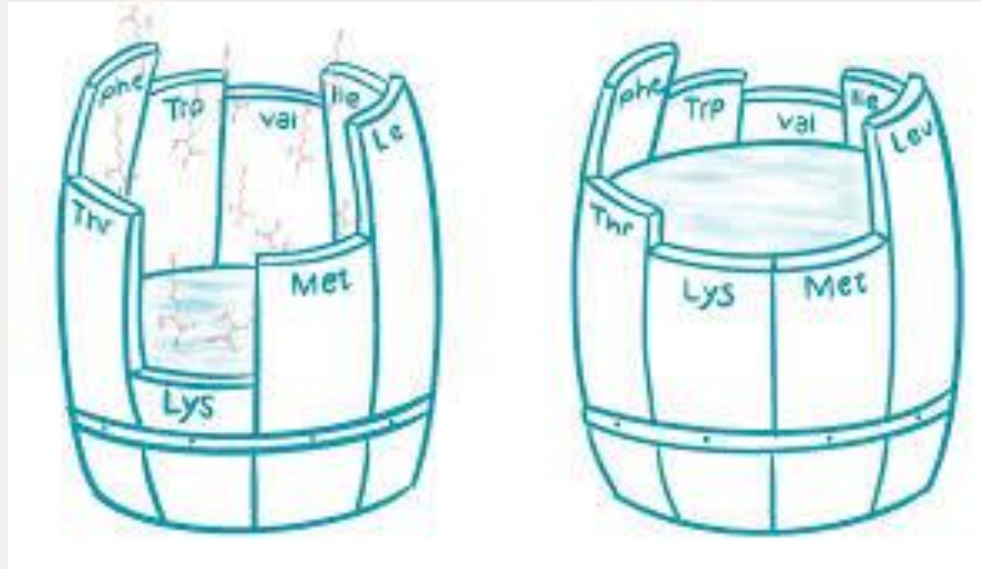
Impact 2025

			+/_	
	32.870 kg	14.321 kg	18.549 kg	-56%
	271.800 ltr	125.667 ltr	146.133 ltr	-54%
	22.650 m2	9.941 m2	12.709 m2	-56%



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■ Proteins and Amino Acids

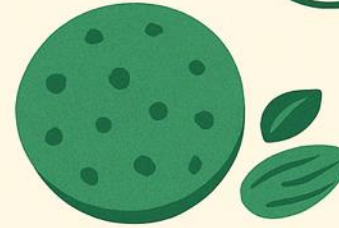


Future and (product)development

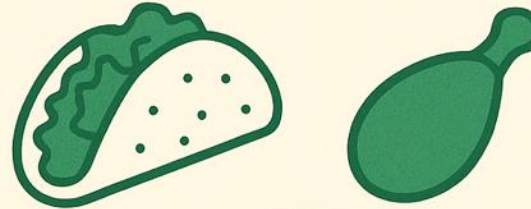
Boost protein in vegetarian dishes with seaweed powder



Plant-based cookie with almonds & seaweed or spirulina



Smashed tacos



Hybrid salmon

Hybrid chicken





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