



FOOD  
“ Buy it with thought.  
Cook it with care.  
Use less wheat & meat.  
Buy local foods.  
Serve just enough.  
Use what is left.  
Don't waste it. ”

- U.S. FOOD ADMINISTRATION, 1917







In this modern era of food politics and diet debates, the idea of a restaurant that offers great food and beautiful design without compromising people's health (or that of the planet) seems almost too good to be true. Increasing numbers of people are seeking out a more nutritious but equally pleasurable way of eating and there is a new movement among restaurateurs who want to offer exactly that. By and large, the very best food—the most delicious and nutrient-rich—comes not from the denatured products of industrialization but from nature itself.

At Rouge Tomato, we're addressing these challenges with vision, innovation and passion, striving to create something of real value and lasting impact. Our restaurant concept introduces a holistic approach to well-being—on the plate and in the design. It represents a celebration of life at every level, promoting sustainability, health and luxurious delights. With artfully balanced cuisine, a refined ambiance and warm service, the experience nourishes body and soul. This new paradigm of local, seasonal, sustainable and mindful extends beyond the careful sourcing, skilled preparation and beautiful presentation of ingredients. It's relevant and applicable everywhere, in every community, because we're all connected in our deep desire for a life of health and happiness.

I hope you will join me in extending the Rouge Tomato experience to the world.

*Emmanuel*

Emmanuel Verstraeten  
Founder and CEO



Rouge Tomate: the most luxurious green restaurant concept in the world is red.







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“Rouge Tomate may be a prototype for a restaurant of the future – a new way of thinking, a new way of eating, a new way of dining out.”

- NY DAILY NEWS





Rouge Tomato Group sets a new standard for sophisticated fine dining with locally and responsibly sourced, seasonal cuisine that is equally delicious and healthy; beautifully presented in an elegant environment; and created through sustainable practices.

Our considered approach to food is inspired by diners' increasing desire to eat healthier. It is guided by the principles of SPE®, a unique nutritional certification and consulting program in which chefs and dietitians enhance the nutritional quality of meals, without compromising taste. The name Rouge Tomato is a vivid evocation of our essential nature, with the color red representing passionate commitment to pleasure and the tomato conjuring radiant health.



## ORIGIN

Rouge Tomate was founded by Emmanuel Verstraeten, an entrepreneur with a passion for hospitality and a desire to build socially responsible companies. The first restaurant, featuring the unprecedented collaboration between a chef and a dietitian, opened to instant acclaim in 2001 in a gracefully restored Brussels townhouse.

The New York location, a revitalizing urban retreat that followed in 2008, was awarded a Michelin star in its first year of operation. It is also affiliated with several key sustainability organizations, including the Green Restaurant Association, from which Rouge Tomate received three stars, and Slow Food New York City, which bestowed its Snail of Approval.

In addition to their culinary and business philosophies, the restaurants share an aesthetic sensibility based on harmonious lighting; soothing acoustics; luxurious ecological materials; and the energizing presence of natural elements.





**2000**

SPE, the culinary and nutritional philosophy behind Rouge Tomate, is created.



1999



2008



2012



**1999** Emmanuel Verstraeten sets out to establish the first luxurious green restaurant concept.

2001

The first Rouge Tomate opens in Brussels.



Rouge Tomate opens in New York City's Upper East Side, setting a new standard in healthy fine dining.

2009

Rouge Tomate NYC awarded one Michelin Star.



**2012**

Rouge Tomate launches SPE Certified, its certification and consulting brand.

2013

Rouge Tomate to expand its concept worldwide.





## ETHOS

At Rouge Tomate, we promote well-being for our customers and throughout our organization based upon a profound commitment to social and environmental responsibility. This means we give preference to seasonal products; support local purveyors; feature fine foods and fine wines made according to responsible principles; use eco-friendly materials and energy-efficient equipment; and maintain a wide variety of sustainable practices whenever possible.



# SUSTAINABILITY

Today, food unequivocally sits at the center of the sustainability equation. With consumer interest and awareness in healthy and sustainable food on a rapid worldwide ascent, offering sustainable food choices can only serve to benefit a foodservice operation, its customers and partners, and ultimately, the planet.

Providing healthy and sustainable dining is now a key brand asset because:

- It enhances customer loyalty and trust among affluent business and leisure travelers seeking responsible food practices
- It shows you share similar values with your guests, and that you are making “the right choice” on their behalf
- It directly supports the local food system and regional economy
- It repositions the competition as being out-of-sync with current trends

At Rouge Tomate, one of our founding objectives was to set a new standard of social and environmental responsibility in our operations. As such, the Rouge Tomate concept provides a unique, relevant and turnkey solution to questions about sustainability – and therefore complements, or bolsters, any existing corporate social responsibility (CSR) policy.







The Rouge Tomate concept directly addresses the most critical sustainability choice in food and beverage: what is put on the plate. Our culinary approach – an optimal balance among all ingredients whereby fresh, local and seasonal fruits and vegetables play an equal role alongside responsibly-grown fish, poultry and meat – is the unparalleled model for sustainable fine dining. Our focus is threefold: health, sustainability and deliciousness.

In addition, similarly high-level sustainable practices permeate both Rouge Tomate's design and operations, wherever and whenever possible. The restaurant reduces its ecological footprint by choosing fixtures that are recycled or recyclable, for instance Forest Stewardship Council (FSC) certified wood for its floors and furniture, and energy-efficient equipment such as ovens, refrigerators and lighting systems. Each day, our operations include recycling and composting as well as buying energy from local wind farms to keep the lights on.



# SUSTAINABILITY AT ROUGE TOMATE

## FOOD AND DRINK

- Give preference to local and seasonal products, including fruit and vegetables grown on farms that respect the environment
- Offer a wide array of fish, both wild-caught and responsibly farmed, without additives, antibiotics and/or hormones
- Select meat and poultry from farmers that allow their animals to graze and eat a natural diet, also without antibiotics and/or hormones
- Highlight quality wines grown by viticulturists who follow organic or biodynamic principles

## DESIGN

- Eco-friendly materials, including certified wood, natural paints and items made from recycled or recyclable elements
- Energy-efficient equipment (ovens, refrigerators, hoods, etc.)  
Optimally efficient air-flow management systems
- Intelligent lighting systems
- Reduced-flow taps for better water conservation

## OPERATIONS

- Separate waste and, where possible, compost
- Choose detergents that are less harmful to the environment
- Use recycled paper or paper from sustainably managed forests
- Purchase Renewable Energy Credits on the open market, which supports local wind generated energy sources.
- Filter and produce still and sparkling water on site from local sources









## CONCEPT

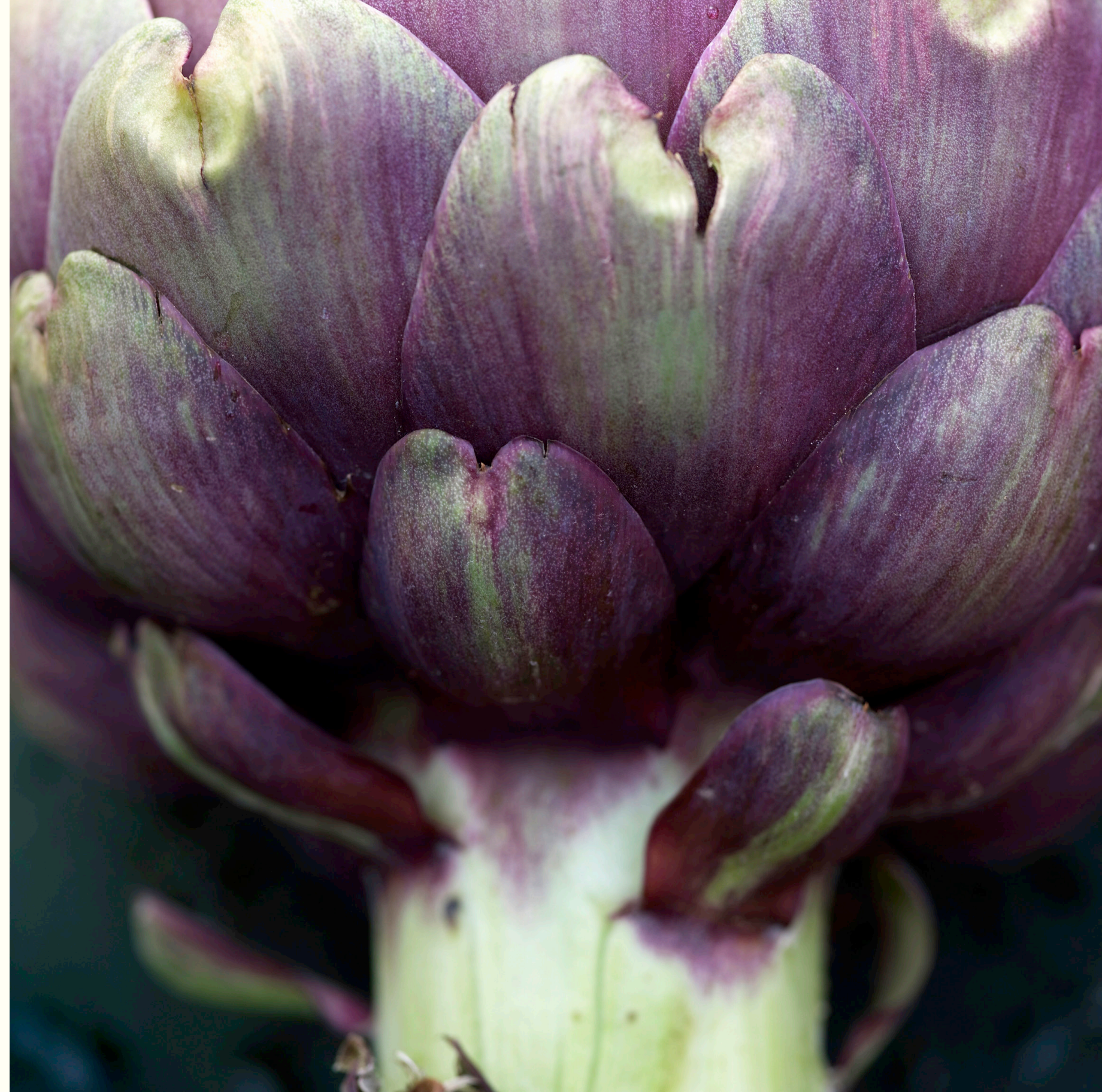
Rouge Tomate is a ground-breaking restaurant concept that has already been successfully brought to life on two continents. The vision and execution are clearly established, with existing guidelines for every aspect of the business, from sourcing ingredients to menus to interior design. Its compelling brand identity and extensive iconography includes a memorable logo, color palette and communications strategy.

Because the Rouge Tomate concept embraces a philosophy of local and sustainable, each new iteration of the restaurant becomes a reflection of its own unique *terroir*.



## ROUGE TOMATE MISSION

To provide an extraordinary dining experience that supports the total well-being of the individual and the environment.







## ROUGE TOMATE BELIEVES

a truly exceptional meal should not  
only taste better but be better for you

health and pleasure can be  
deliciously harmonized

beauty comes from within but  
should also delight the eye

a great dining experience is a celebration  
of the senses and an affirmation of life





“A star for  
healthy food?  
Definitely!  
Congratulations,  
Rouge Tomate”

- @MICHELINGUIDENY





## BRAND PILLARS

The Rouge Tomato brand is based on five pillars that provide the foundation for all our endeavors. They guide us as we evolve and remind us of what we value.



THE FIVE  
BRAND  
PILLARS

1 **PLEASURE**  
joy, sensuality,  
delight, satisfaction

2 **HEALTH**  
balance, well-being,  
nutrition, vitality

3 **SUSTAINABILITY**  
accountability, ethics,  
community, vision

4 **DESIGN**  
harmony, beauty,  
modernity, luxury

5 **INNOVATION**  
SPE®, creativity,  
discovery, evolution





Rouge Tomate follows the tenets of SPE®, which stands for *Sanitas Per Escam*, Latin for “Health Through Food.” These principles are delineated in a 90-page charter, a living document continually updated by SPE’s chefs, dietitians and Scientific Committee working together to define a new way of eating that enhances nutrition without compromising flavor.







In 2011, Emmanuel Verstraeten founded SPE Certified, the certification and consulting arm of the unique culinary philosophy underlying Rouge Tomate restaurants. **Its mission is to effect positive change in the food services industry by providing a universal, trusted standard for healthy and delicious dining outside of the home.**

SPE Certified collaborates with diverse restaurants and food service establishments seeking independent, third-party certification of their high standards of nutrition, quality and integrity. Rouge Tomate restaurants are the original and ultimate expression of SPE® and represent its principles in action.



THE 3 KEY  
ELEMENTS  
OF SPE



**SOURCING**

Select ingredients seasonally, locally and sustainably, with a focus on their nutritional characteristics.



**PREPARING**

Emphasize cooking techniques that preserve food's integrity and nutritional benefits.



**ENHANCING**

Optimize nutritional density by combining ingredients that are more powerful when eaten together.







“... one of  
New York’s  
top culinary  
experiences.”

- THE INDEPENDENT (UK)





# FOOD

Above and beyond our dedication to food that is nutritious and sustainable, we always consider flavor first. Whether it's a rich and creamy summer squash risotto, a decadent red velvet cake or a local cauliflower soup with stone crab and caviar, every bite must thrill and delight.

The dishes created at Rouge Tomate are also informed by the local culture and a mix of modern and classic techniques. Inspiration comes from the seasons, the sparkling fresh bounty of local purveyors, the latest culinary innovations and the creativity of our talented chefs. The result is an elevated, contemporary cuisine full of sophisticated yet accessible flavors coaxed from pristine ingredients.



“Can food this  
good really be  
healthy?”

-TIME OUT NY, 4 STARS





“...fresh, seasonal ingredients, in keeping with the restaurant's philosophy.”

- FOOD & WINE MAGAZINE







## BEVERAGE

The Rouge Tomato beverage program, a vital part of the restaurant concept, was created by internationally acclaimed Wine Director Pascaline Lepeltier. An integral part of the dining experience, it is subject to the same rigorous standards for nutritional balance and exceptional flavor as our food, which it complements and supports. The extensive and carefully sourced international selection reflects Pascaline's cutting-edge knowledge and Rouge Tomato's desire to showcase local *terroir*.

Among the many sustainable choices are organic and biodynamic wines. Pascaline has also developed a much-lauded juice bar, where fresh-squeezed fruit and vegetable juices are used in our signature cocktails and elixirs—including the Green Tornado made with a sublime blend of fresh juices and our award-winning chile-spiked Bloody Mary.







“...Rouge Tomate,  
which has one of  
the best wine lists  
in Manhattan.”

- ERIC ASIMOV, *THE NEW YORK TIMES*







## Best Juice Bar, 2009

- TIME OUT NEW YORK  
BEST OF NY FOOD





## SERVICE

Service at Rouge Tomate strives to be an appropriate reflection of the surrounding culture, but is always dispensed with universally appreciated warmth and discreet professionalism. The total comfort and satisfaction of our guests—the essence of true hospitality—is our primary focus.

For staff at every level, knowledge is paramount, so in addition to an in-depth initial training, there is an ongoing education program focused on food, nutrition and wine. Comprehensive guidelines for training and operations are continuously updated and refined.



“An evening at Rouge Tomate proves that a restaurant can adhere to a forward-thinking food philosophy and still produce a dining experience *par excellence*.”

- METROSOURCE NY MAGAZINE







## DESIGN

Design is a fundamental pillar of every Rouge Tomate restaurant, one that contributes to its warm spirit and energizing atmosphere. Without undue reverence for trends, our design has a timeless appeal. Its light palette is soothing, while touches of red and natural greenery are subtly energizing. In the midst of an urban environment, Rouge Tomate is a serene haven with a feeling of well-being achieved through four fundamental areas of design: nature, acoustics, materials, lighting.





#### NATURE

Organic elements like wood, foliage and water reinforce an essential, comforting connection to nature. Greenery—whether in dynamic arrangements, an actual outdoor space or captured in works of art—contributes a sense of freshness and vitality.



Fresh Juice Bar



FSC Certified Wood





#### ACOUSTICS

An intricate acoustics system is seamlessly integrated to enhance the mood and energy of the space, stimulating conversation and fostering a sense of community against a quietly invigorating soundtrack.



Red Square



#### MATERIALS

The use of eco-friendly materials—like wood, cotton and stone—pampers the senses, soothes the eye and envelops guests in luxury.





Natural Art



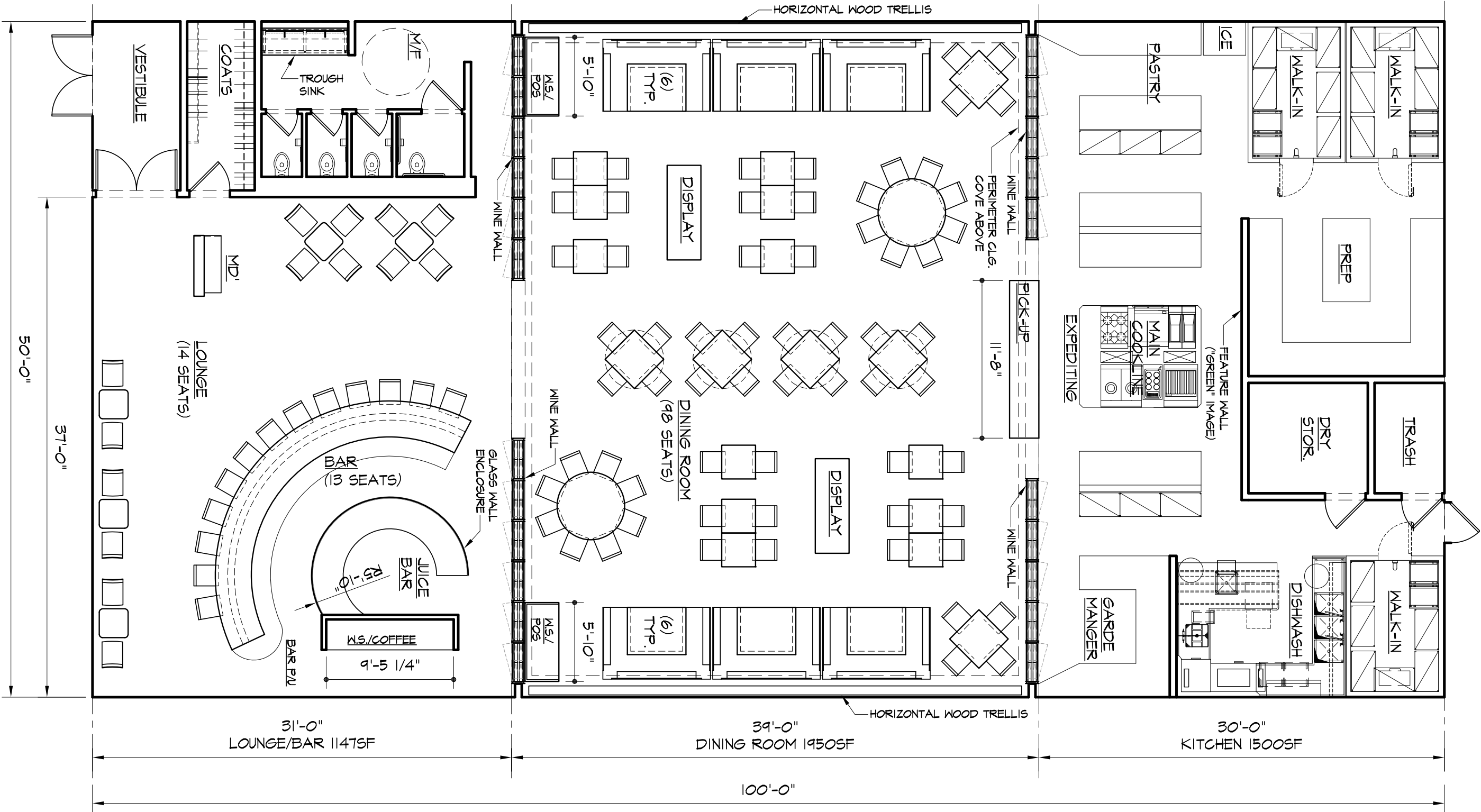
#### LIGHTING

Lighting is the cornerstone of every Rouge Tomato restaurant. Welcoming and harmonious, it mirrors the sun's natural rhythms: clear and bright during the day, soft and intimate in the evening.

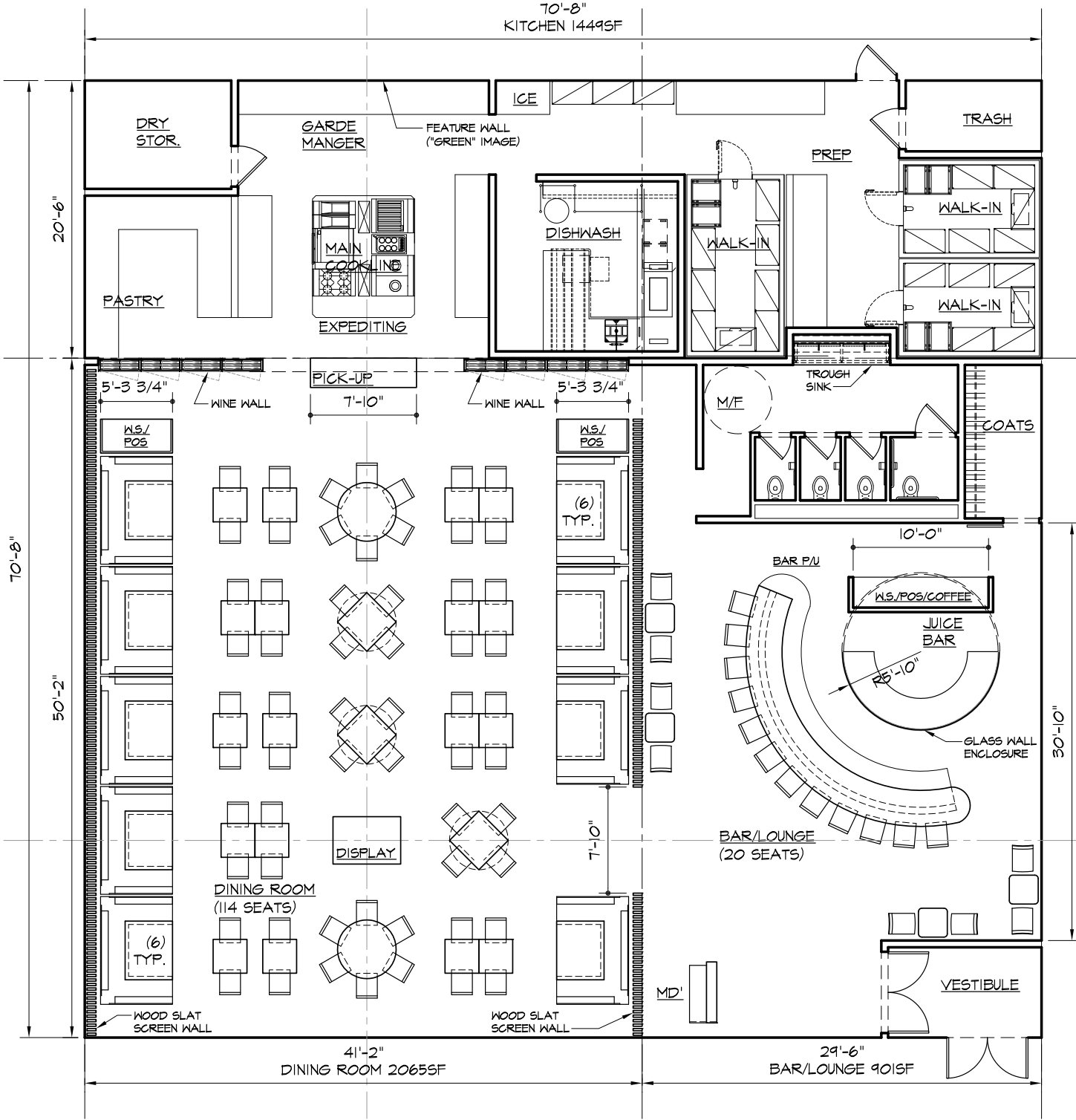
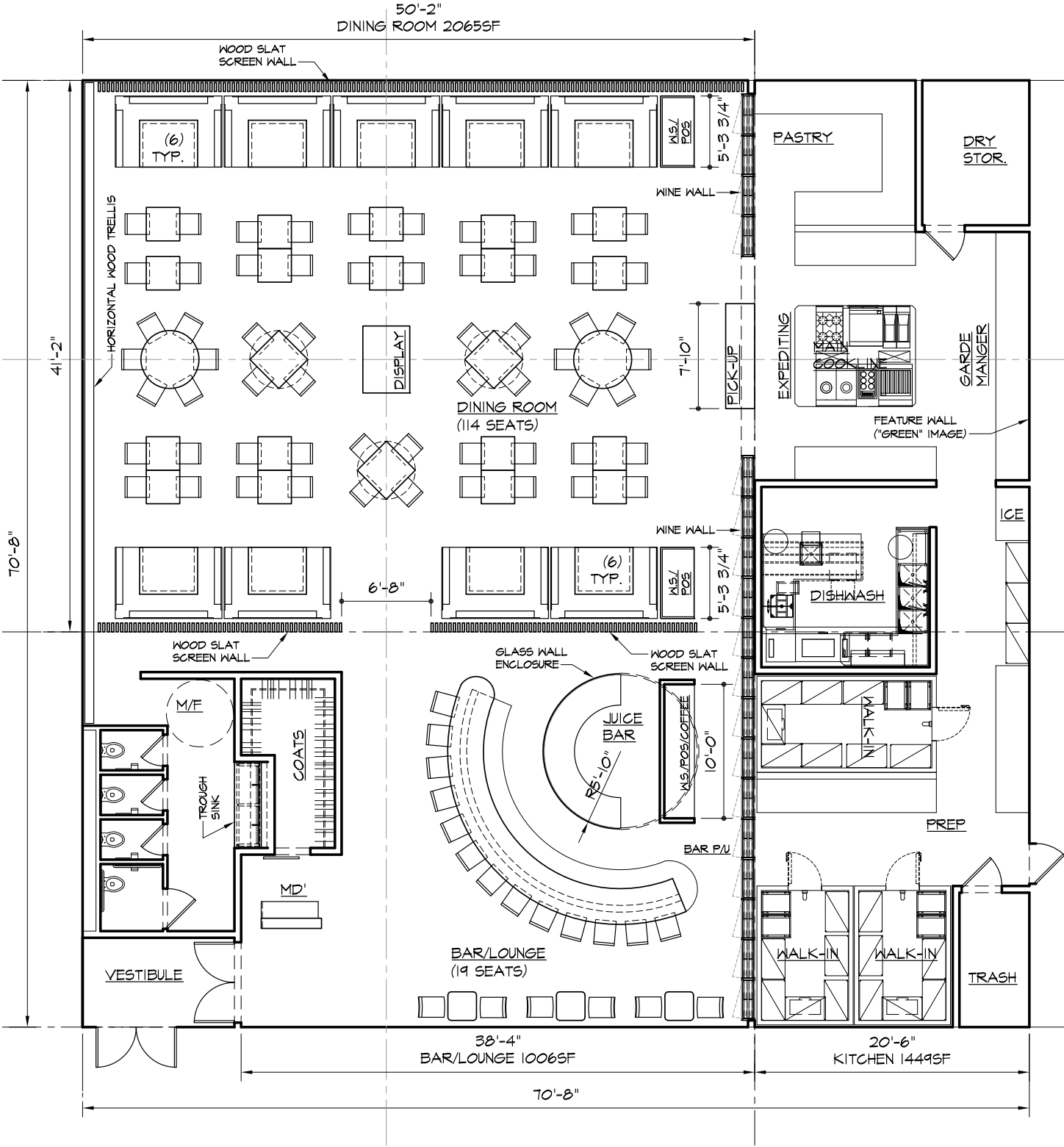


Open Display Kitchen





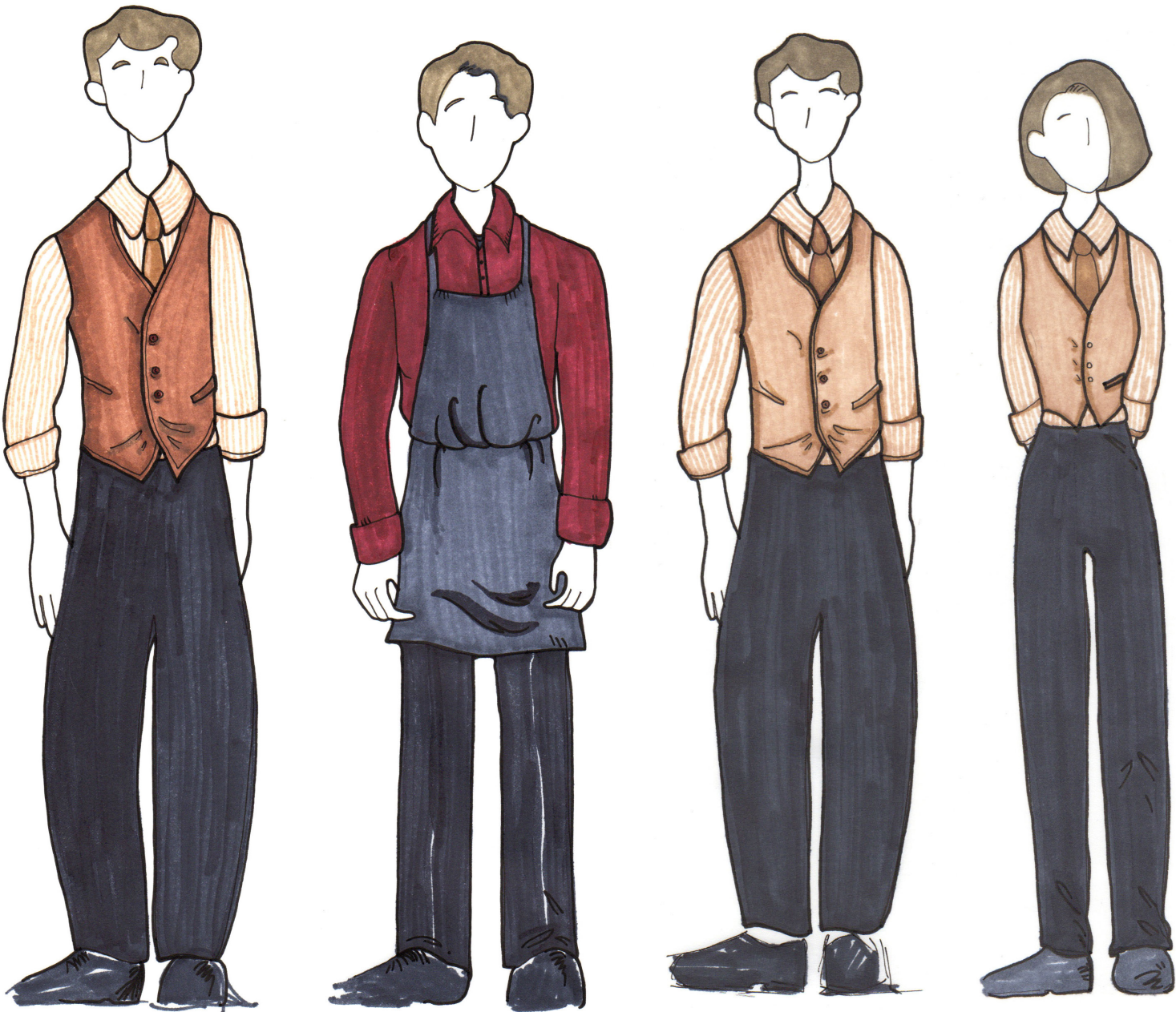
















“Knowing that a restaurant as elegant as [Rouge] Tomate can operate a composter downstairs and keep its Michelin cred encourages me that the future of dining out may someday be sustainable indeed.”

- TREEHUGGER.COM



## IDENTITY

Rouge Tomate has a powerfully engaging, iconic brand identity that starts with its evocative name and extends through all of its two- and three-dimensional communications. Our comprehensive toolkit of standards and guidelines can be applied to a range of marketing initiatives in multiple formats and within diverse cultural contexts.

The square logo, symbolizing balance in all things, is the main mark and is used as much as possible. The horizontal logo can be employed in formats with limited space, where the logo must be scaled very small, and in applications allowing only one printed color or gray scale.





PALETTE

The strong red, our primary color, represents passionate commitment to pleasure. It is complemented by a vibrant green that evokes the natural world, and supported by soft neutrals that also take their cue from nature.

PRIMARY

<div>RGB: 231, 20, 62 CMYK: : 0 95 65 0</div>	<div>WHITE</div>	<div>RGB: 151, 153, 156 CMYK: 0, 0, 0, 40</div>	<div>RGB: 116, 179, 46 CMYK: 50, 0, 100, 5</div>	<div>RGB: 255, 245, 212 CMYK: 0, 2, 15, 0</div>
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SECONDARY

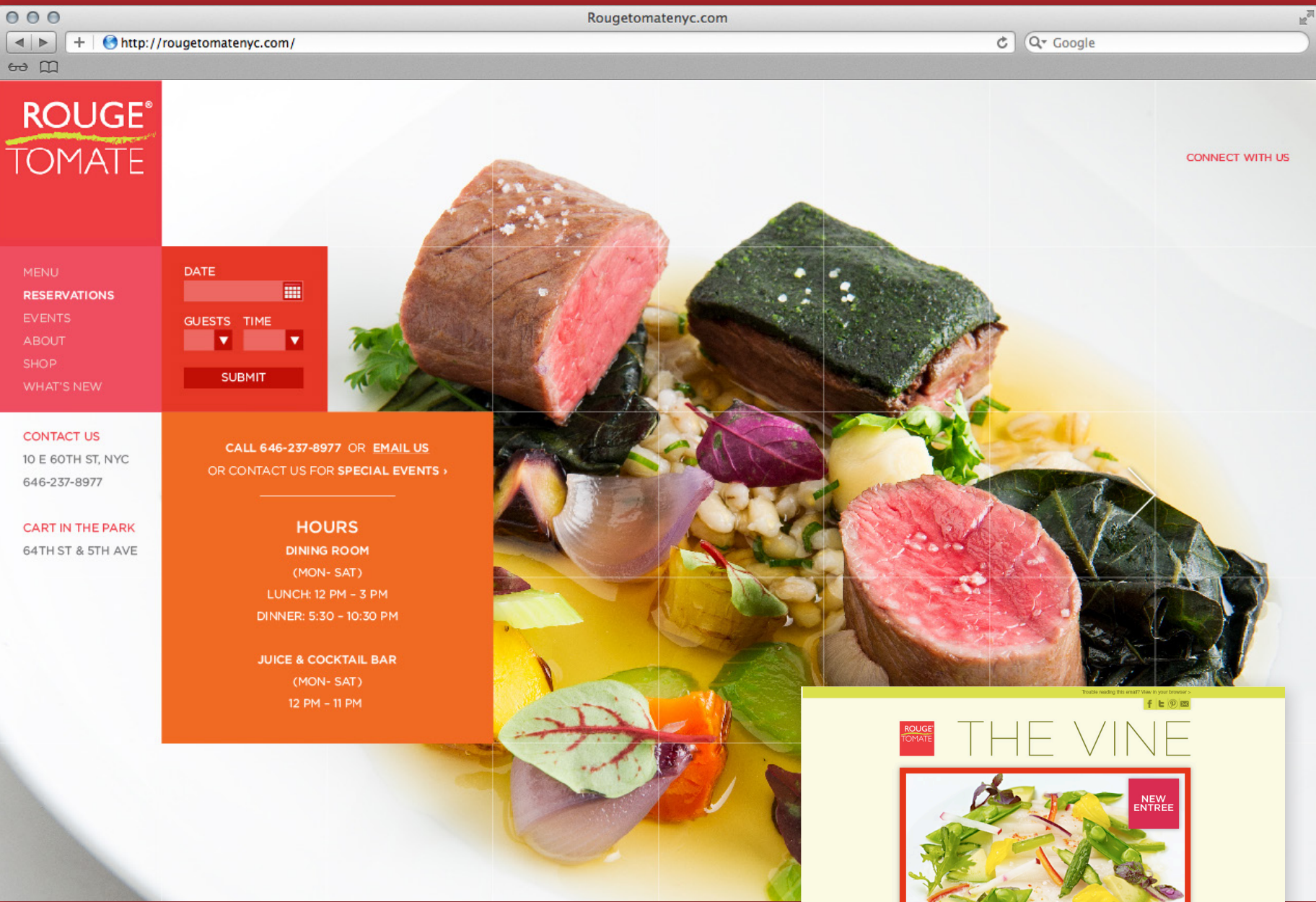
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<div>RGB: 216, 35, 78 CMYK: 0, 90, 45, 5</div>	<div>RGB: 192, 0, 50 CMYK: 0, 100, 54, 15</div>	<div>RGB: 197, 40, 89 CMYK: 15, 90, 40, 0</div>	<div>RGB: 231, 20, 62 CMYK: 0, 95, 65, 0</div>	<div>RGB: 205, 33, 74 CMYK: 0, 90, 45, 10</div>









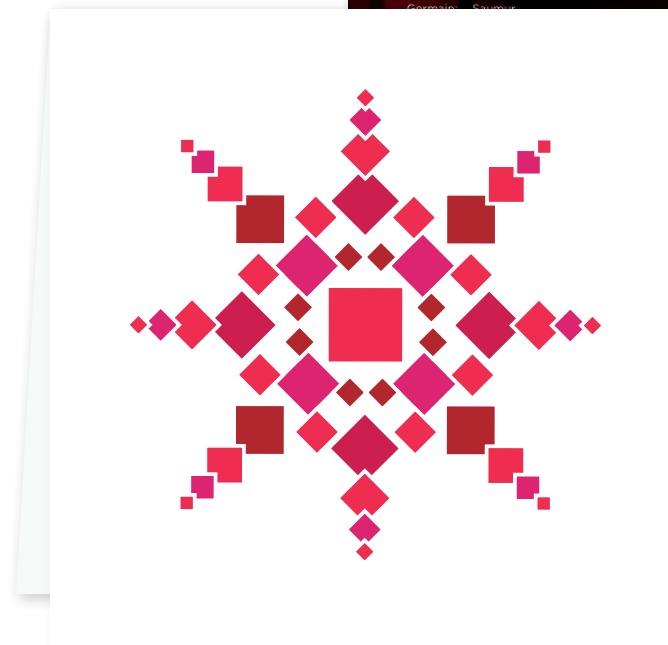


Website

Marketing Materials



Print Collateral Templates



Email Newsletters







## PRESS

Since its inception, Rouge Tomate has received a great deal of attention in press, much of it focused on the novelty of our concept and its significance at the center of the ongoing conversation about health and wellness.





“The Michelin Diet: How one New York restaurant makes health food decadent and delicious.”

- BON APPÉTIT MAGAZINE



Barbence's good food," he said. "I'm sorry, Barbence should be in the pantheon of good food for human beings." Eating, of course, is about much more than a tidy assemblage of data. "We don't want our food just to be a nutritional pill," he said.

dishes are not healthy and are not responsible. Like Mr. Ripert, Mr. Hopkins showed resistance to letting an outside party monitor the way dishes are prepared. "As a restaurateur, I don't need chefs to come into my kitchen," he said.

“It's impressive enough for a chef to get a Michelin star. But Jeremy Bearman managed to earn his without the help of a key ingredient: cream.”

- TIME MAGAZINE



PRESS 95





and honed his chops at a number of fine dining restaurants around the country before landing at The Red Hen two years ago. "In a small town, I fit in," he says. "The pace is easier for me to manage." He served most recently as a cook at Blackberry Farm, the renowned Relais & Châteaux luxury resort in Tennessee. There, he learned the art of charcuterie from the farm's butcher, Michael Sullivan. Donnelly serves house-cured meats and does his fair share of snout-to-tail cooking. "Part of the fun of cooking is to use the whole animal and show people that there's more to the pig than just pork chops." But he also avails himself of the local region's agricultural bounty, often in unexpected ways. A beet green kimchi pairs with chive spaetzle; lemon verbena-compressed watermelon went with Chesapeake crab on a menu this summer; and tomatoes and peaches melded into a gaupacho with lavender and biscuit crostons. "This town is blessed with a number of excellent restaurants," says George Young, who runs Wade's Mill with her husband. "The Red Hen is exceptional as our first farm-to-table restaurant." Donnelly's wife, Amanda Bertschi, wears a number of hats at The Red Hen: sommelier, pastry chef (she's a New England Culinary Institute grad like him), and official taster. "She's got a better palate than I do," says Donnelly. He vows to continue to challenge customers with what one of his regulars calls "edgy comfort food." "It takes people a while to realize there's more to meat than steak," he says, "but we're getting there."

—Tim Cebula



“...Rouge Tomato has a Michelin star and a registered dietitian on staff. The result? Mouth-watering food that won't ruin your diet.”

- PEOPLE MAGAZINE



**Guilt Free and Gourmet!**  
N.Y.C. RESTAURANT **ROUGE TOMATE** HAS A MICHELIN STAR AND A REGISTERED DIETITIAN ON STAFF. THE RESULT? MOUTH-WATERING FOOD THAT WON'T RUIN YOUR DIET

“Chef Jeremy Bearman's menu at Rouge Tomato marks a breakthrough in New York: food cooked with health in mind that doesn't beat the health drum.”

- COOKING LIGHT MAGAZINE



# COMMUNITY

Rouge Tomate is a beacon for individuals and organizations who share our commitment not only to enlightened dining but to promoting healthy and sustainable practices in our community and throughout the world.



Sotheby's







## TEAM

Our energized and knowledgeable team is ready to facilitate the implementation of our concept in the opening of new Rouge Tomate restaurants, covering all aspects from design to menus to service. Experts in key areas—each of whom has been instrumental in creating Rouge Tomate’s identity and presence—will be on hand to offer guidance and support.

The team includes Founder and Chief Executive Officer Emmanuel Verstraeten; Chief Operating Officer Nil Sönmez; Corporate Executive Chef Jeremy Bearman and a dedicated team including an Executive Pastry Chef, Wine Director, Culinary Nutritionist and Senior Marketing Consultant.





## MOVING FORWARD

As restaurateurs, we have the opportunity to address some of the most pressing and critical issues facing society. In order to fully honor our economic, social and environmental responsibilities, we must address these challenges proactively through our restaurant design, menu development and business practices. But our calling also includes the desire to give joy, comfort and pleasure; to offer hospitality that is uplifting and restorative.

There is a need—a demand—for all of this, and Rouge Tomate presents a very viable turnkey solution.

We are driven by all these imperatives to share what we have learned and developed, with a goal of spreading not only our restaurant concept and the well-being it supports, but the success of our business model and our forward-thinking social responsibility platform.



Our top-notch opening team will act as 24/7 consultants while you implement a Rouge Tomato concept that fits your company's very specific needs. While we envision a long and fruitful relationship based on a licensing model, we are open to exploring other arrangements that might be more suitable to your long-term objectives.

It is our greatest hope that you will join us in realizing this vision of the future. We look forward to partnering with you to bring Rouge Tomato to your part of the world. Please get in touch and we'll start the conversation.

We welcome you to the Rouge Tomato family.







## FOOD CART

A terrific example of how the Rouge Tomato concept can be applied to a wide array of dining experiences is our popular Central Park food cart.

Conceived as an eco-friendly and healthy option to traditional street carts, it features a mouth-watering menu of nutrient-dense burgers created according to SPE® guidelines with an emphasis on ingredients sourced in the New York area.

Designed by renowned architectural firm Bentel & Bentel, with whom we collaborated on our New York restaurant, the cart features solar panels, energy-efficient equipment and serving pieces that are fully biodegradable or recyclable.



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“A significant part of the pleasure of eating is in one’s accurate consciousness of the lives and the world from which food comes. The pleasure of eating, then, may be the best available standard of our health. And this pleasure, I think, is pretty fully available to the urban consumer who will make the necessary effort.”

- WENDELL BERRY, 1990



