

NY Times columnist Mark Bittman holds Keynote at Food Film Festival Amsterdam

Food Film Festival | March 22 - 24, 2013 | Studio/K & Film Theatre Kriterion | Amsterdam

The Food Film Festival Amsterdam is proud to announce journalist and author Mark Bittman will hold the Keynote at the third edition of the festival. The Food Film Festival takes place from March 22 - 24 on several locations in the Dutch capital. Bittman (US) is food columnist for The New York Times, bestselling author and self-proclaimed *lessmeatarian*. In this year's program the Food Film Festival will again present a range of unique and tasty combinations of film and food. The infamous Dutch mussel is the lead character in both the stunning documentary *L'Amour des Moules (Mussels in Love)* and the corresponding lunch menu. The world premiere of *Encarnación (Incarnation)* forms the inspiration for the *Blood and Guts* workshop in which contestants learn to cook 'Nose to Tail'. The full festival program will be announced on February 14.

Keynote Mark Bittman

The American [Mark Bittman](#) has been a food columnist for The New York Times since 1990. In his weekly column *The Minimalist* Bittman discusses food in all its aspects: from recipes to sustainability and health issues. Bittman wrote several bestsellers on food, including the critically acclaimed cook books *How To Cook Everything* and *How To Cook Everything Vegetarian*. His most recent publication is *Food Matters: A Guide to Conscious Eating* on food related topics such as environmental challenges, lifestyle diseases, overproduction and over consumption of meat. Bittman is an active advocate for the 'more plants, less meat' principle: "I'll never stop eating animals, I'm sure, but I do think that for the benefit of everyone, the time has come to stop raising them industrially and stop eating them thoughtlessly." With Mark Bittman, the Food Film Festival has again managed to confirm a prominent and valuable Keynote.

Food + Film

Apart from the film viewings, audience is invited to participate in several workshops. The Food Film Festival presents a series of workshops with a direct link to the film program. The short documentary *Encarnación (Incarnation)* by Dutch filmmaker Tanja Nabben, forms the inspiration for the *Blood and Guts*-workshop in which the contestants cook delicious recipes according to the Nose to Tail-principle. *Encarnación* will have its World Premiere at the Festival. Another great food/film combination is the screening of the Dutch documentary *L'Amour des Moules (Mussels in Love - Willemie Kluifhout, 2012)*. The screening will be followed by a tasty mussel lunch, prepared by a special guest chef. With stunning imagery *L'Amour des Moules* celebrates the infamous Dutch mussel, with guest appearance by Dutch Michelin chef Sergio Herman.

The Festival Program

The full festival program will be available online as of February 14 at www.foodfilmfestival.nl. Tickets will be on sale online starting February 27. The Food Film festival is an initiative of the Youth Food Movement Netherlands ([YFM](#)), a network that campaigns amongst young people to promote a good, clean and fair food system.

The Food Film Festival is supported by **Rabobank**, **Oxfam Novib** and **Jamie Magazine**

Editorial note (not meant for publication):

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