



Chef Willem Verlooy

Patisserie Willem Verlooy / De Broodboetiek

Mechelsestraat 22 - 2260 Oevel - Belgium

www.broodboetiek.be

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The Verlooy family has a long-standing tradition in bread and pastry for many decades. In 2011 the family started a new project: **De Broodboetiek** (Bread Boutique). In this new concept they combine tradition with a contemporary approach. Chef Baker Bert Verlooy presents traditional sourdough breads, while applying innovative techniques and the newest technology and machines in the production.

Soon the bakery also became famous for the modern patisserie of Pastry Chef Willem Verlooy. The unique and tasty creations of Willem Verlooy did not stay unnoticed. The rising success has led to the introduction of a new brand: **Patisserie Willem Verlooy**. In 2015 he was selected by Gault&Millau, when they launched their pastry guide with the 45 best chocolatiers and pastry chefs in Belgium.

As a mentor Chef Willem Verlooy shares his vision and knowledge with colleagues and students. He hosts workshops, demo's and masterclasses on pastry at various places around the globe (Suzhou, London, Bangkok, Shanghai). He is a partner of the Callebaut Chocolate Academy and works on product development for international companies like Marks&Spencers (UK) and Arnotts (AUS).

Together Bert and Willem Verlooy also launched a new brand of biscuits: **Biscuits De Merode**. The tasty traditional butter biscuits honour the heritage of De Merode, a noble family that has been important for the region since the 15th Century.

The familiar atmosphere is still present and very lively in the ateliers and the shop. All the girls who work in the pastry shop have given their name to one of the pastry classics they sell every day.

References:

Co-founder, co-owner and pastry chef since 2011

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