TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



No Filter

The entrepreneur behind 300 million healthy and affordable meals

Lieven Vanlommel

ISBN	9789465510156
Publisher	Lannoo Publishers
Binding	Hardback
Territory	World excluding Benelux France, Switzerland & Scandinavia
Size	240 mm x 170 mm
Pages	258 Pages
Price	£35.00

- *"We want to become the healthy McDonald's"* - from 1 to 300 million meals
- Written in an accessible style, offering inspiration for everyone
- Behind-the-scenes stories highlighting unique partnerships
- An authentic entrepreneurial story with courage and ambition
- A pioneer in ultra-fresh food
- A chronological account of his entrepreneurial journey
- Insights are illustrated through real-life events and experiences
- Entrepreneurship is not only about numbers, but also about health

Lieven Vanlommel is a Belgian entrepreneur who sees opportunities where others see problems. Thirty years ago, he already believed in ultra-fresh food – then still a niche market – and built Foodmaker into one of the most distinctive European brands in the food sector.***No Filter*** follows his entrepreneurial journey: from the first salad bar concept in 1996 to the development of a European brand driven by one ambition: to make healthy food as accessible as fast food. This is not a traditional marketing book, but an honest account of nearly thirty years of entrepreneurship, taking risks and scaling a business. The book also features collaborations and stories with ambassadors such as Jeroom, Tom Boonen, Stefan Everts, Jeroen Meus, Kim Clijsters and Tia Hellebaut.

"*Lieven refused to let me invest in his company. I understand him, though, it could have undermined our friendship.*" **Stefan Everts**, ten-time world motocross champion.

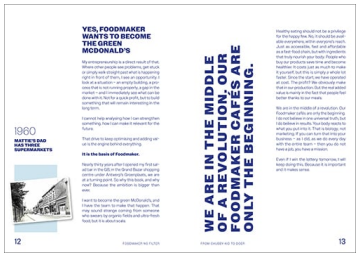
"*Lieven has just the right mix of craziness and determination to make it work. With him, it's always all or nothing, just like in elite sport.*" *Tom Boonen*, world road cycling champion.

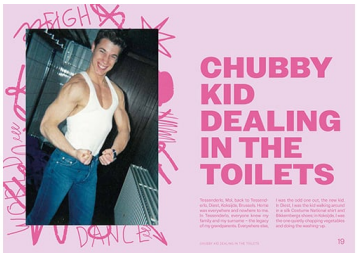
"*The response during and after the Covid crisis turned Foodmaker into a successful Belgian company in multiple markets and a highly sought-after partner for retailers and food businesses, including some of the best in the world.*" **Xavier Piesvaux**, former CEO of Delhaize.

"*Foodmaker feels like a second family. That says a lot about how sustainable the company is.*" **Tia Hellebaut**, Olympic high jump champion.

Lieven Vanlommel is a pioneering and visionary entrepreneur in the fresh food sector. After running his own salad bar and gaining experience in the family business, he founded StarMeal in 2004 and expanded his activities with Foodmaker, introducing fresh meals across Europe. With the Foodmaker café concept, he is taking another major step forward. Lieven is known for his innovative ideas, perseverance and willingness to take risks.







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