

PRESS RELEASE

For immediate release

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Amsterdam's first loaded potato waffle bar opens in the Jordaan

A pastry chef, an art director, and one simple question: "What if we put a potato in a damn waffle iron?"

Amsterdam, The Netherlands – That question sparked the creation of **Salty Waffles**, a new food concept in Amsterdam's Jordaan that transforms the humble potato into crispy, golden waffles topped with combinations such as smoked salmon & crème fraîche, black truffle mayo & Parmesan, and spicy chipotle mayo with corn, red cabbage and fresh coriander.

Behind Salty Waffles are **Frida Lagler**, a pastry chef with more than 18 years of experience in professional kitchens, and **Richard van Rooijen**, a designer and art director. Together, they set out to create something that didn't exist yet.

The inspiration came during a trip through Belgium and Germany, where Belgian waffles and traditional potato dishes such as Reibekuchen (Kartoffelpuffer) crossed paths. While they loved the comforting flavour and crispiness of Reibekuchen, they wondered whether they could achieve that same texture without deep-frying it.

The answer turned out to be a waffle iron.

Back in Amsterdam, they began experimenting with potatoes, cooking techniques and toppings until they created a crispy potato waffle that became the foundation of Salty Waffles.

"It's not a Belgian waffle, it's not a hash brown and it's not a rösti," says co-founder **Frida Lagler**. *"It's something entirely its own."*

Every potato waffle is made fresh to order using carefully selected ingredients and finished with toppings such as smoked salmon & crème fraîche, black truffle mayo & Parmesan, spicy chipotle mayo with corn, red cabbage and coriander, or honey mustard with crunchy pickles.

Located in the heart of Amsterdam's Jordaan, Salty Waffles combines craftsmanship with a playful personality, offering visitors a completely new comfort food experience.

"As a chef, I wanted to create something that felt familiar but completely new. Seeing people's reactions when they realise it's made from potatoes is still my favourite part of every day," says Frida.

"We wanted to take something everyone knows—the potato—and turn it into something people have never seen before," says Richard van Rooijen. "When customers take their first bite and smile because they're surprised, that's exactly why we started this."

Since opening, Salty Waffles has already welcomed returning customers, received enthusiastic Google reviews, and attracted both locals and tourists curious to discover Amsterdam's newest comfort food concept.

Whether it's lunch, a quick snack while exploring the city, or simply satisfying your curiosity, Salty Waffles invites everyone to discover why they proudly live by one motto:

In Potatoes We Trust.

#staysalty

Fast Facts

- **Business:** Salty Waffles
- **Founders:** Frida Lagler & Richard van Rooijen
- **Opened:** 2026
- **Location:** Tweede Egelantiersdwarsstraat 28, 1015 SC Amsterdam
- **Concept:** Amsterdam's first dedicated loaded potato waffle bar
- **Made fresh to order**
- **Instagram:** @saltywaffles.amsterdam
- **Website:** <https://saltywaffles.nl>

About Salty Waffles

Salty Waffles is an independent food concept founded by Frida Lagler and Richard van Rooijen. Inspired by Belgian waffles and German potato traditions, the pair reinvented comfort food by creating savoury potato waffles that are crispy on the outside, soft on the inside, and topped with bold, carefully balanced flavours.

Operating from a small shop in Amsterdam's Jordaan, Salty Waffles proves that one simple ingredient—the potato—can become something completely unexpected.

Press Contact

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