

Every great idea starts with a simple question.
What if we put a potato in a damn waffle iron?

We're Frida and Richard, the founders of Salty Waffles.

Frida has spent more than 18 years working in professional kitchens as a pastry chef, where precision, consistency, and craftsmanship became second nature. Richard comes from a creative background in design and advertising, always looking for ways to turn ordinary ideas into memorable experiences.

Together, we wanted to create something that was completely our own.

The spark came while travelling through Belgium and Germany. We loved the comfort of crispy potato dishes like rösti and Reibekuchen (aka Kartoffelpuffer), and of course, Belgian waffles were impossible to ignore. Somewhere between those two classics, an idea formed:

Why not combine the two?

We loved everything about Reibekuchen—the crispy potatoes, the comforting flavour—but we wondered if we could get that same crunch without deep-frying it.

Back home, that question turned into an obsession.

We were fully prepared to spend months perfecting the recipe. Turns out, we got there a lot quicker than expected. Sure, there were failed batches, countless taste tests, and by the end, we'd probably peeled enough potatoes to fill a canal boat, but before long we had the crispy, golden potato waffle we'd been imagining.

Eventually, Salty Waffles was born. A familiar ingredient, reimagined.

Not a Belgian waffle.

Not a hash brown.

Not a rösti.

Something entirely its own.

Today, from our little shop in Amsterdam's Jordaan, we serve freshly made potato waffles loaded with carefully chosen ingredients—from smoked salmon and truffle to spicy chipotle, crunchy pickles, and everything in between. Every waffle is made to order because we believe comfort food deserves the same care as any great meal.

But Salty Waffles is about more than potatoes.

It's about taking something familiar and turning it into something unexpected. It's about creating food that makes people stop, smile, and say, "I've never seen this before."

Whether you're joining us for lunch, grabbing a quick bite while exploring Amsterdam, or simply curious about what a potato waffle tastes like, we'd love to welcome you.

Come say hi.

And remember...

In Potatoes We Trust.

#staysalty