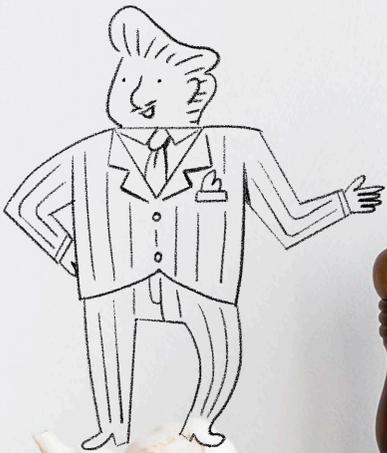


Don Abe

Meet the Don



donabe.nl

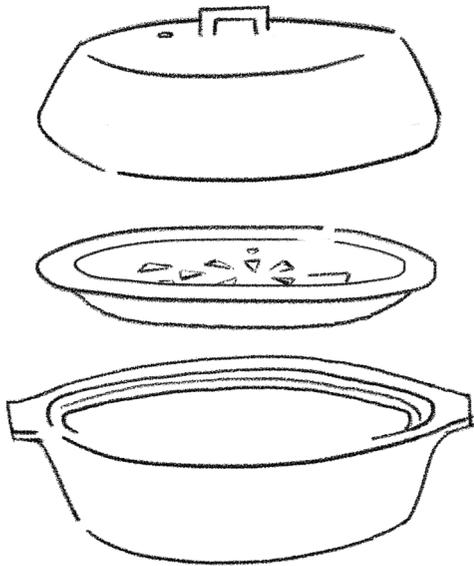


Don Abe, an Amsterdam-based webshop, is bringing rustic Japanese cooking to a European audience.

The Don Abe website is the first in Europe to specialise in selling traditional donabe cookware. The business' goal is to “help people discover new ways of cooking, while incorporating donabe into their everyday lives.”

What is donabe?

Donabe (literally, “earthen pot”) is a traditional Japanese claypot. Donabes are made from clay and their bodies have high water and heat retention. Their designs make it possible to stew, steam, grill or even smoke food. In traditional Japanese cooking, they were used by families to make large stews to feed the whole family. Today, groups will gather together to do nabe: socialise while making hotpot over a portable stove.



Donabes have been popular in Japan since at least the 8th century, but they hit the big time internationally in 2008, when Japanese-American chef Naoko Takei-Moore began importing donabe into the US. Since then, donabe has taken off as an appliance and an art form, garnering a loyal following amongst foodies.

The popularity of the donabe coincides with the ongoing rise of the slow food movement and the trend for hand-crafted aesthetics. As goop.com notes in their introduction of the earthen vessel, *“though we were initially drawn to the donabe for aesthetic reasons (they’re so pretty!), after watching [US chef Timothy Hollingsworth] cook with them... the handmade, durable pots are now our new favorite cookware.”*



Donabe in the press



Donabe cooking has been featured in...

The Los Angeles Times
Martha Stewart Living

goop.com

Trend Tablet

Bon Appétit

KCRW Good Food

Epicurious

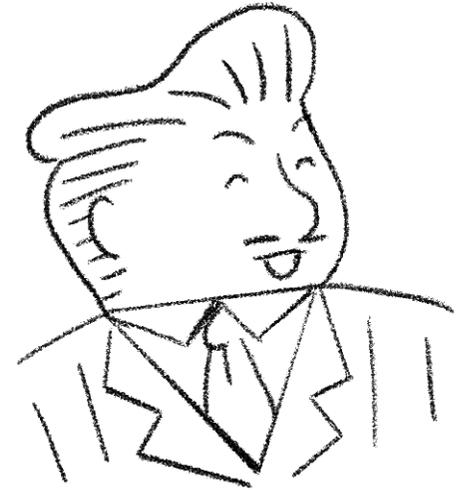
PBS Food

Lucky Peach

Food & Wine

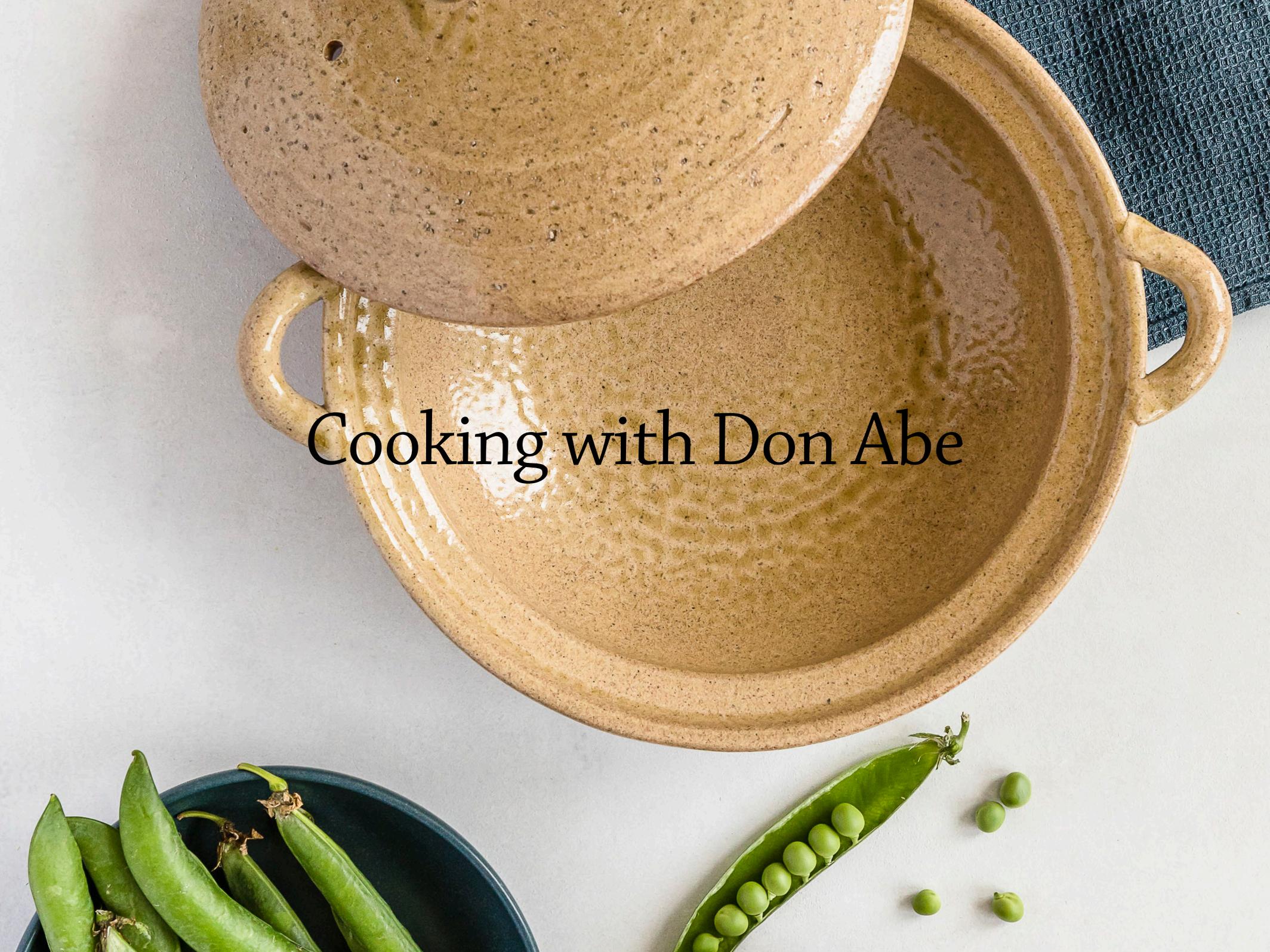
The Wall Street Journal

& more.



The donabe has also been the subject of a documentary short directed by Morgan Spurlock, and a cookbook published by Penguin-Random House.





Cooking with Don Abe



Healthy and tasty

Donabes are made from a thick, porous clay. This distributes heat evenly and locks it into walls of the vessel, meaning that it will continue to heat long of the flame has been turned off. Donabe cooking tends to involve little fat or grease, instead using plenty of fresh vegetables, meat, and a light broth. As most donabe meals can typically be assembled in one pot, it's a simple and healthy weekday wonder.

For his first collection in Europe, Don Abe has found a selection of classic, deep-dishing stewing donabes; shallow donabes that specialise in steaming; a donabe that makes “the best rice you’ll ever try”, according to Takei-Moore; and a donabe for smoking meat and vegetables right in your own kitchen.

Part of the fun of donabe is experimenting for yourself, and Don Abe is launching his site with a selection of recipes from both Japanese and European traditions. Don Abe has selected easy recipes that anyone can make on a busy weeknight, so that home cooks might easily incorporate a donabe into their weekly routines.





More questions?

info@donabe.nl