

2026



Case Final Rounds Amsterdam Law Trials 2026

Luuk van Leeuwen v. Marius Vermeer

The Suspicious Pizza

Over the past six months, several locations of the popular pizza chain Pizzamasters in the historic city centre of Amsterdam have been targeted by bombing attacks. The perpetrators behind these attacks remain unidentified. In response, the Mayor of Amsterdam has ordered the closure of all eight Pizzamasters locations in the city, including locations that had not themselves been attacked, citing concerns for public order and safety.

The attacks and closures have left residents in the city centre uneasy. The incidents have attracted widespread media attention, with growing public speculation about the motive behind the violence and increasing concern that other pizzerias in Amsterdam might be targeted next.

One of the residents following these events closely is Marius Vermeer, an Amsterdam-based food influencer with approximately 500,000 followers across Instagram and TikTok. Marius, who is half Italian and half Dutch, runs a popular English-language platform on Italian cuisine and lifestyle in the Netherlands under the name “Pizzaolo_Mario.” He has built a reputation as a vocal defender of what he considers genuine Italian cuisine, and his recommendations on Italian recipes and restaurants are influential in Amsterdam, particularly among English-speaking expats and tourists visiting the city.

A new and fast-growing pizza chain called Peach Pizza began expanding in Amsterdam. Over the course of roughly eighteen months, Peach Pizza opened four locations across the city centre, marketing itself as a purveyor of “authentic Italian pizza.” On the acclaimed culinary website “miglioripizzerieinolanda.com,” it quickly ranked second in the Amsterdam classification, behind PizzaMasters, which held first place for all its nine Amsterdam locations. The owner of Peach Pizza, who publicly presents himself as “Luigi” from Naples, aggressively promotes his restaurants as offering the truly authentic Italian pizza in Amsterdam.

Marius becomes suspicious about the synchronic developments. He begins posting about Peach Pizza and Luigi on social media. Initially, Marius asks his followers whether it is really a coincidence that a rapidly expanding rival pizza chain has emerged while established pizza businesses are being targeted, stating that his followers should “ask what is really going on,” and whether there may be “more to this than the public is being told.”. Over the course of a couple of weeks, Marius starts suggesting that Luigi has ties to the Italian mafia and may be bringing organised crime into Amsterdam’s pizza market. By including photos, videos, and location shots, Marius makes Peach Pizza and Luigi easily identifiable to his online audience. The posts spread rapidly and Luigi and Peach Pizza soon begin to be discussed online as possible links in the wave of pizza-related violence.

The final nail in the pizza box, however, occurred when Marius published an exposure video about Luigi. Using information he obtained from the Dutch Chamber of Commerce register, Marius reveals that “Luigi”’s real name is Luuk van Leeuwen and that he is not, in fact, Italian. This creates a second wave of backlash against Peach Pizza. Not only are Luigi and his restaurants now associated in the public eye with the bombings, but Luigi’s carefully cultivated image of Italian authenticity is also undermined.

The consequences for Peach Pizza are direct and severe. Customers begin cancelling reservations and avoiding the restaurants. Expats and tourists, who often select restaurants through social media, stop visiting in large numbers. Peach Pizza suffers an approximate 80% drop in revenue and costumers

Luuk claims that Marius’s campaign has directly damaged his personal reputation, his commercial identity as Luigi, and the reputation of Peach Pizza as a business.

Luuk sues Marius for damages on the grounds of tort.

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Exhibit A:

[Marius' Exposure Video](#)

Exhibit B:

AMSTERDAM: LOOK OUT FOR "PEACH PIZZA" **1/05**
2026

#PIZZAWARS #AMSTERDAM #PEACHPIZZA
#FOODMARKETING #AUTHENTICITYMATTERS



Marius Vermeer @Pizzaolo_Mario

Funny how some pizza places in Amsterdam disappear from the conversation, while others suddenly appear everywhere and cash in.

Peach Pizza's "Luigi" wants us to believe it's all just authentic Italian passion and smart branding. Maybe.

But when a restaurant builds its image on authenticity, people are allowed to ask questions.

Who is Luigi *really*? And how *authentic* is **Peach Pizza**, actually?

Amsterdam deserves **TRANSPARENCY!**