



GOURMAND MAGAZINE

The International Cookbook Revue

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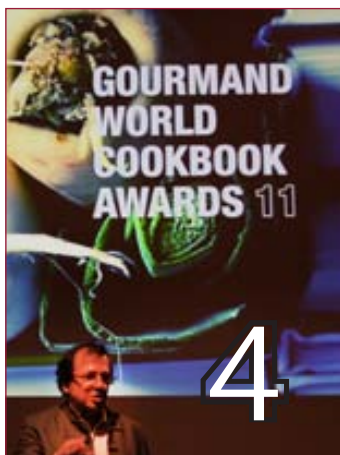
PARIS COOKBOOK FAIR

Gourmand World Cookbook Awards

THE SHORTLIST SPECIAL



index



The Continents Shift	3
The Shortlist Stars	4
Guest Information	14
News from the Gourmand family	16

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Culinary Books: Big Quality

The Continents Shift

The crisis is quickly changing the world, and has surprising and profound consequences. There is a clear shift in cookbook quality from the West to the East, and the South. It is more due to the fast progress of the emerging powers than to stagnation of the traditional leaders. The Gourmand Awards can give an excellent view on the changes and trends in culinary books. The Awards focus on quality, not sales and quantity.

CATEGORIES

We have only one new categories, for Apps, showing the importance of e-cookbooks for the future. We have 19 fewer categories, and 5 fewer Special Awards. So the competition has been much more intense and difficult, with more participating books for fewer

categories. We will have a maximum of 79 Podium, at Theatre Folies Bergère, against 102 last year, a reduction of 20%. The event should last one half hour less.

COUNTRIES

We have 162 countries participating in 2011, against 156 in 2010, and 136 in 2009. The increase in quality is very strong worldwide. There are a total of 71 countries among the finalists in 2011, with fewer categories, against 78 in 2010.

The quality started significantly improving two years ago in the East and South, when the West started to be hit by the crisis. The change is accelerating, thanks to the new digital techniques, and the rise of demand for high value culinary books. Publishers can invest more

than ever in this sector.

FINALISTS

For cookbooks and wine books, the total of finalists is 283 in 2011, against 339 in 2010, because of the reduction of 20% in categories. Two categories have 12 finalists each.

Finalists 2011 (2010)

Europe	135 (195)
America	81 (87)
Asia-Pacific	51 (49)
Africa	16 (7)

283 (339)

Europe (135) is clearly losing to the rest of the world (148) in 2011, while it was still ahead (195 to 143) in 2010.

CULINARY BOOKS POWERS

Latin America is becoming a world leader for quality

in the sector. The US and France still have a clear quality edge over other countries. China and Africa are progressing quicker than most realize. The quality in Australia is outstanding.

TOP 10 Finalists 2011 (2010)

Latin America	35 (22)
US	34 (37)
France	29 (28)
Scandinavia	23 (17)
Africa	16 (7)
UK	16 (21)
Australia	14 (8)
China	14 (8)
Germany	14 (18)
Brazil	11 (6)

Professionals have to see the books exhibition at "Paris Cookbook Fair", it is essential for their understanding of the current situation, and to plan for the future.

Gourmand World Cookbook Awards 2011

The Finalists: The Shortlist Stars

COOKBOOKS

A total of 162 countries participated in 2011 in the “Gourmand World Cookbook Awards”. The finalists come from 71 different countries. Last year, 80% of finalists registered for the event, and there were 1,250 guests.

1 - Chefs

1-1 - Outstanding Career
Michel Roux

1-2 - Hall of Fame
Tout Bocuse (Flammarion)

1-3 - Chef

Peru – Rafael, El Chef, Rafael Osterling (Planeta Peru)
Sweden – Oaxen Adieu, Magnus Ek (Modernista)
UK – Loose Birds and Game, Andrew Pern – Foreword Michel Roux (Face)
USA – Eleven Madison Park Cookbook, Daniel Humm, Will Guidara (Little Brown)

1-4 - Woman Chef

Mexico – Lulachef Mexico - Lula Martin del Campo (Anyma)
Singapore – Indian Heritage Cocktail, Devagi Sanmugam (Marshall Cavendish)
Spain – Sentidos, Susi Diaz (Everest)
Venezuela – Cocina Extra-ordinaria, Helena Ibarra (Villanueva)

1-5 - Professional

Belgium – Les Chefs de Belgique, William Asaert, Marc Declercq (Racine)
China – Chinese Star Chefs, 50 Best, Food and Wine Magazine (CHLIP)
France – Dictionnaire de Restaurant – Le Petit Galliot (BPI)
Portugal – Cozinha con Ciencia e Arte (Bertrand)

1-6 - SPECIAL AWARDS

Special Awards of the International Jury

France - La Route des Saveurs, Les Secrets des Grands Chefs Étoilés –Nadine Rodd (Éditions Sirius)
Netherlands - De Banket Bakker, Jonah Freud, Cees Holtkamp (De Kookboekhandel)
UK - Meat Free Monday Cookbook, Paul, Stella and Mary McCartney (Kyle Books)

- USA - Eva's Kitchen, Eva Longoria (Random House)
 - If it Makes you Healthy, Sheryl Crow (St.Martin's Press)
 - My Father's Daughter, Gwyneth Paltrow (Grand Central)
 - True You, Janet Jackson (Karen Hunter)

Le Cordon Bleu Awards – The Students Awards

- Cuisine: Mon cours de cuisine (Marabout)
 Vins: Les accords mets & vins, Olivier Bompas (Hachette Pratique)
 Savoir recevoir : L'art de recevoir à la française, Institut Paul Bocuse (Flammarion)

China - East Eat Group Award

1-7 - TV-English

- New Zealand – Free Range in the City, Annabel Langbein (Harper Collins)
 South Africa – Cooked out of the Frying Pan, Justin Bonello (Penguin)
 UK – Baking Made Easy – Lorraine Pascale (Harper Collins)
 USA – Food Network Star (William Morrow)

1-8 - TV-Europe

- Germany – Hauptsache Lecker, Steffen Henssler (DK-ZDF)
 Russia – Kitchen of Real Men, K.Ivlev, Y.Rozhkov (Eksmo)
 Spain – Un país para comérselo, Imanol Arias, Juan Echanove(Grijalbo)
 Sweden – Susanne Jonsson Lagar Mat i Go Kväll (Norstedts)

1-9 -TV Rest of the World

- Canada – G Cuisine! Anne Brocoli (Ed.de L'Homme)
 India – Highway on my Plate, Rocky Singh, Mayor Sharma (Random House NDTV)
 Indonesia – Fantastic Cooking, Rinrin Marinka (Gamedia)
 Thailand – The Principles of Thai Cookery, McDang Show (McDang Show)

1-10 - Innovative VACANT in 2011

1-11 - Entertainment VACANT in 2011

1-12 - First

- Finland – Angry Birds Cookbook Egg Recipes (Rovio)
 Germany – Die wunderbaren Rezepten meiner türkischen Familie,Semiha Stubert, Claudia Lieb (Gerstenberg)
 Italy – Vasocottura,Christian Mometti (Clb Magnar Ben)
 Venezuela – Sabores Conversos , Beatriz Sanchez de Mizrahi (Mizrahi)

1-13 - Bloggers VACANT in 2011

1-14 - Guides VACANT in 2011

1-15 - APP's –New Category 2011

- France – Larousse Cuisine (Agence FullSIX)
 Spain – Wikipapas (Gastromedia)
 UK – 20 Minutes Meals, Jamie Oliver (Zolmo)
 USA – Cooking with Dorie, Dorie Greenspan, (CulinApp)

2. - Publishers

2-1 - Publishers of the Year

- Germany – Matthaes

2-2 - Cookbook of the Year – 12 Finalists

- Canada – The Art of Living According to Joe Beef ,Meredith Ericson (Ten Speed-Parfum d'Encre)
- Chile – Patagonian Cuisine , Francisco Fantini (Gourmet Patagonia)
- Colombia – Vida y Sabor Judío, Perla C.Gilinski (Gilinski)
- Iceland – Stora Bokin um Villibrad, Ulfar Finn Björnsson (Salka)
- Italy – Nuovi Cclassic, Diego Crosara (Reed Gourmet)
- Malaysia – The Best of Chef Wan (Marshall Cavendish)
- Mexico – Una Herencia de Sabores, Susanna Palazuelos (Random House Mondadori)
- Monaco – J'aime Monaco (Alain Ducasse Editions)
- Netherlands – Kookaravaan, Yassine Nassir, Marcel van Silfhout (Zilverstermedia)
- New Zealand-Wanaka-,McKay,Myer (Random House NZ)
- Peru – La Ruta de la Papa , Sara Beatriz Guardia (Universidad San Martin de Porres)
- USA – The Cooks Illustrated Cookbook, America's Test Kitchen (Cooks Illustrated)

2-3 - Book Trade Magazine

- Sweden – Svensk Bokhandel, Lasse Winkler

2-4 - Magazine

- Austria – Germany– Falstaff
- Croatia – ICE + PICE
- Netherlands – Bouillon, Will Jansen (Bouillon Culinaire)
- USA – Lucky Peach (McSweeney)

2-5 - Cover VACANT in 2011

2-6 - Photography

- Brazil – Saveurs du Bresil , Sergio Coimbra (Studio Coimbra- Olo Editions)
- Germany – Bau Stil, Thomas Ruhl (Neue Umschau)
- Kenya – Safari Cuisine, Andrés Bifani (Location Africa Films)
- Spain – Cocinando Ao Pé Da Letra, Yolanda Castaño, Andrea Costas (Galaxia)

2-7 - Illustrations

- France – En Cuisine avec Alain Passard, Christophe Blain, Clemence Sapin (Gallimard)
- Netherlands – Koken Met Kruidnoten, Karin Sitalsing (Loop Vis)
- Peru – La Cocina Mágica Asháninca, de Pablo Macera, Enrique Cazanto (Universidad San Martín de Porres)
- USA – They Draw and Cook, Padavich, Swindell (Weldon Owen)

2-8 - Design

- Antigua – Tablemanners, Gulliver Johnson, Design Janie Conley (Food and Drink Caribbean)
- France – Legumes, Jacqueline Salmon(Sud-Ouest)
- Germany – Sven Elverfeld (Collection Rolf Heyne)
- Italy – La Puglia in el Platto,Gastrodesign,Santoro,Annicchiarico (Skena)

2-9 - Design Pro – VACANT in 2011

2-10 - Series – VACANT in 2011

2-11 - Corporate

- Australia – In the Mix – Dani Valent – Thermomix (Slattery Media Group)
- Brazil – Sabores Brasileiras – Tramontina (Boccatto)
- China – COFCO-Chinese Cuisine (CHLIP)
- Germany – Training Beratung (Publicis Publishing)

2-12 - Translation

- China – Delicacy of Chinese Regional Cuisine, Mrs.Kitty Cho (Electronics Industry Press)
 Morocco – Toute la Cuisine Marocaine, Rachida Amhaouche
 Translation: Najim Chaaraoui (Editions Chaaraoui)
 Panama – Pequeño Libro de Cocina Ngabe.
 Translation: Patricia Miranda (Volcán Verde Integral)
 UK – Testicles, Blandine Vié, Translator: Giles MacDonogh (Prospect Books)

2-13 - Printer

- China – Artron
 Book: Modernist Cuisine
 France – Stipa-Montreuil
 Book: L'Anti Chambre du Grand Couvert – Fastes de la Table et du Décor à Versailles (Courcuff-Gradenigo)
 Hong Kong – Phoenix Offset
 Book: Sweet Feast, Julie Biuso (New Holland-NZ)
 Spain –Graficas Estella
 Book: La Cuisine de Mon Bistrot, Cyril Lignac (Hachette Pratique)

3-1 - Local

- Canada – Terroir et Saveurs du Québec, Odette Chaput (Ulysse-AAATGQ)
 Finland – Gastronomy from an Ice Cold Paradise, Åland, Benn Haidari (Author House)
 Lebanon – Kitchen Halaby-Chebary Seydoun-Georgina Sebti (Arab Scientific Publishers)
 Malaysia – Legacy Cookbook (Sarawak Eurasian Women Association)

3-2 - Foreign

- Austria – Königshuhn und Stotenmilch, Dr. Amélie Schenk (Mandelbaum)
 Israel – Gulash Lagolesh, Ofer Vardi (Lunchbox Press)
 Lebanon – Marlene's Best Recipes from East to West, Marlene Matar (NBN Television)
 USA – The Food of Spain – Claudia Roden (Ecco)

3-3 - French

- France – Grand Prix de la Gastronomie Française: Louchebem,
 Journal in Carne (Confédération Française de la Boucherie-Édition Sepeta)
 Singapore – Mozaic – French Cuisine, Balinese Flavours, Chris Salans (Didier Millet)
 UK – Galvin, a cookbook de luxe, Chris and Jeff Galvin (Absolute Press)
 USA – The Table comes First, Family, France and the Meaning of Food, Adam Gopnik (Knopf)

3-4 - Italian

- Australia – The Art of Pasta, Lucio Galletto (Penguin)
 France – L'Amer – Emmanuel Giraud (Argol)
 UK – Bocca, Jacob Kennedy (Bloomsbury)
 USA – How Italian Food Conquered the World, John F.Mariani (Palgrave MacMillan)

3-5 - Mediterranean – Dun Gifford Award

- France – Le Goût de l'Agneau, Michel Rubin (Encre d'Orient)
 Italy – Cucina Mediterranea, Academia Barilla (White Star)
 Spain – Corpus del Patrimoni Culinari Catala, Institut Catala de la Cuina,
 Fundacio Vivre el Mediterrani, Pepa Aymami (La Magrana)
 USA – Ancient Grains for Modern Meals, Maria Speck (Ten Speed Press)

3-6 - Scandinavia

- Denmark – NY Nordisk Hverdagsmad, Claus Meyer, Arne Arstrup (FDB)

Finland – Min Nordiska Mat, Michael Björklund (Kenneth Mars)
 Norway – Mellon Bakkar og Berg, Kristin Hove (Versal)
 Sweden – Niklas husmansklassiker, Niklas Ekstedt (Norstedts)

3-7 - Eastern Europe

Australia – Rose Petal Jam, Beata Zatorska, Simon Target (Tabula)
 Czech – Prostreno Bez Servitku, Zdenek Pohlreich (Euromedia)
 Estonia – Eat First, What's Cooking in the Estonian Kitchen, Dimitri Demjanov, Translator K. Rikken (Kirjastus Menu)
 Slovakia – Kucharska Elita Menu (Direct Press Hotelier)

3-8 - Asian

Argentina – De Tokio a América, Iwao Komiyana (Planeta)
 Cambodia – Cooking the Cambodian Way, Narin Seng Jameson (JSRC-Phnom Penh)
 Thailand – Somtum (Le Cordon Bleu-Dusit Cooking School)
 USA – How to Cook Indian, Snajeev Kapoor (Stewart, Tabori, Chan)

3-9 - Chinese

Canada – Entre Fourchette et Baguettes, Michel Jodoin (Editions Li Shi Zhen)
 France – Un tour Gastronomique de la Chine, Georges London (GW London -Presse)
 Germany – Der Duft meiner Heimat, Li Hong-Dytert (Gerstenberg)
 Singapore – Modern Nonya, Sylvia Tan (Marshall Cavendish)

3-10 - Indian – VACANT in 2011

3-11 - Japanese – VACANT in 2011

3-12 - Arab – VACANT in 2011 Chef Ramzi

3-13 - African

Botswana – Botswana Traditional Recipes, Wame Molefhe (Botswana Craft Marketing)
 Cameroun – Saveurs Africaines à la Dinde, au Poulet et au Canard,
 Florence-Liz S. Eyengue (Universal Media and Video Press)
 Madagascar – Lartistika-Lalaina Ravelomana (Carambole et Azalée)
 Rwanda – Indyo Yuzuye Iduha, Agnes Gyr-ukunda (Bakame-Kigali)

3-14 - Latin America - Five Finalists

Brazil – Street Gastronomy-Gastronomia de Rua 2011, Sergio Bloch, Ines Garçon (Editora Arte Ensaio)
 Colombia – Frutas, Cocina Inspirada en Sabores Tropicales, Mariana Velasquez (Ediciones Gamma)
 Paraguay – Cocina Paraguaya, Sarita Garofalo (Garofalo)
 Peru – El Gran Libro del Postre Peruano, Sandra Plevisani (Universidad San Martín de Porres)
 USA – Latin Flavors –Photos: Ignacio Urquiza (Latin Women's Initiative Houston)

3-15 - Street Food – VACANT in 2011

3-16 - VACANT – 2011

3-17 - VACANT – 2011

4-1 - Sustainable- 12 Finalists

Australia – Green Food Generation, Hayden Wood (Drink Australia)
 Austria – A Connoisseur's World, Vielfalt Geniessen,
 Günter Köck, Lois Lammerhuber, Martha Umhack (Lammerhuber)
 Belgium – Au Fil des Saisons, Ceria (Cocof)
 Canada – Faites- en tout un plat (CDBAL-Bioalimentaire Longueil)
 Cuba – Manual de Conservación de Alimentos y Condimentos por secado solar,
 José Lama Martínez (Editorial Proyecto Comunitario Conservación de Alimentos)

Denmark – Stop spild at mad, Selina Juul (Gyldendal)
 Dominican Republic – Comercio Justo, Marco Coscione (Funglode)
 France – Plus un Poisson d'ici trente ans, Stefan Beaucher (Les Petits Matins)
 Malta – Seasonable and Sustainable Cooking for a Healthy Living, Karen Mugliett (Allied Publications)
 Seychelles – Grow and Eat your Own Food, Dr. Nirmal Jiva Shah (Nature Seychelles)
 UAE – Sustainable Fish Recipes, Nessrine Alzahlawi (Emirates Wildlife Society – WWF)
 USA – Extra -Virginity, Tom Mueller (WW Norton)

4-2 - Health

Brunei – Healthy Living-Royal Brunei Catering (Language and Literature Bureau)
 Estonia – Essential Nourishment, Marika Blossfeldt (Essential Nourishment)
 Turkey – Gluten Free Mediterranean, Asilhan Sabali (Sedes Holding)
 UK – Food Hospital , Miletto, Somers, Jones (Michael Joseph)

4-3 - Children

France – Une cuisine qui sent bon les Soupes du Monde, Alain Serres (rue du Monde)
 Jamaica – Kito in the Kitchen, Radha Pooran (LMH Publishing)
 South Africa – Awesome Animals, Rhymes and Recipes, Tracy Going (Penguin)
 USA – No Whine for Dinner, Janice Newell Bissex, Liz Weiss (Favorite Recipes Press)

4-4 - Food Literature

Brazil – O Gauso Marisco , Breno Lerner (Melhoramentos)
 Croatia – Sve je to jena kužina, Srećko Lorgerr (V. B. Z)
 Greece – The Language of Taste, Dictionary of Historic Greek Food, Marianna Kavroulakis (Asprimedia)
 Ireland – Boiling Pot, Nick Munier (Y Books)

4-5 - Culinary History

Chile – Historia y Cultura de la Alimentación en Chile, Carolina Sciolla (Catalonia)
 France – Écrits et images de la Gastronomie Médiévale, Bruno Lauriou, (Bibliothèque Nationale de France)
 Japan – Shinsen, Kumi Nanri (Sekaibunka)
 Spain – Être à Table au Moyen Age, Nelly Labere (Casa de Velázquez)

4-6 - Culinary Travel

Australia – P and O Cruises Holidays (Edge)
 France – London Menu, Celine Brisset (Menu Fretin)
 Germany – Meine Reise in die Welt der Gewürze, Alfons Schuhbeck (Zabert Sandmann)
 Japan – Yoko Arimoto (Shueisha)

4-7 - Food Research- VACANT in 2011

5-1 - Easy Recipe – Six Finalists

France – La Cuisine – 1000 Recettes Faciles pour Tous les Jours, Françoise Bernard (Hachette Pratique)
 Iceland – Jólamatúr Nönnu, Nanna Rögnvaldardóttir (Forlagid)
 Malta – Ikel Sajfi Summer recipes, Anton B. Dougall (Astoria Catering)
 Romania – Carta Regala de Bucate, Princess Margarita of Romania (Curtea Veche)
 UAE – Program Easy, Nermine Hanno (Fatafeat)
 Wales – Flavours of Wales-Gilli Davies (Graffeg)

5-2 - Single

Denmark – Bogen om Sennep, Lone Hindø (Niche)
 Netherlands – Ijstijd, Kees Raat, Barbara Bultey, Erik Rikkelman (Carrera)
 Slovenia – Sausage Masterpieces, Janez Bogataj (Rokus Klett)

Venezuela – Nuestra Carne, Otto G. Gómez Pernía (Ediciones Grupo TEI)

5-3 - Desserts

Brazil – Confeitaria Nacional, Luiz Farias (LMA)

Belgium – Roger van Damme (Studio 100)

Italy – Tiramisu e Chantilly, Luca Montersino (Rizzoli)

Hong Kong – Crafted Passion, Gerard Dubois (La Rose Noire)

5-5 - Fish

France – L'O à la Bouche, Sébastien Chambru, MOF (La Fabrique de l'Épure)

Netherlands – Het Nederlands Viskookboek, Bart van Olphen (Carrera)

Norway – Den Beste Sjomaten, Tom Haga (Cappelen Damm)

USA – World without Fish, Mark Kulansky Frank Stockton (Workman)

5-6 - Vegetarian – Six Finalists

Brazil – A Cozinha Vegetariana de Astrid Pfeiffer (Alaude)

Germany – Die Vegetarische Kochschule, Christel Kurz (Christian Verlag)

India – Why Onions Cry, Vijee Krishnan, Nandini Sivakumar (Manuscript)

Italy – In Verde – La Filosofia di Pietro Leemann (Reed Editore)

UK – River Cottage Every Day Veg, Hugh Fernley-Whittingstall (Bloomsbury)

USA – Rawstar Recipes, Bryan Au (Fastpencil)

5-7 - Chocolate

Argentina – Chocolate, Osvaldo Gross (Planeta)

Denmark – Sans for Chokolade, Rasmus Bo Bojesen (People's Press)

Germany – Chocolate Collection, Franz Ziegler (Matthaes)

UK – Couture Chocolate, William Curley (Jacqui Small)

5-8 - Bread

Ireland – Our Daily Bread, Roz Crowley (Onstream Publications)

Portugal – A tradição do Pão em Portugal, Mouette Barboff (CTT)

Sweden – Bröd hemma, Mette Ankarloo (Kakao)

USA – The Fundamental Techniques of Classic Bread Making, French Culinary Institute (Stewart Tabori Chang)

5-9 - Cheese

Argentina – Quesos de America del Sur (Albatros)

Iceland – Ostagerð - Egill Sveinsson (Landbúnaðarh Áskoli Íslands)

Ireland - Farmhouse Cheeses of Ireland, Glynn Anderson, John McLaughlin (Collins Press)

Sweden – Västerbottensost, Norrmejerier (Norstedts)

6-1 - Africa

Congo-Kinshasa – Savoureux Congo, Maria -José Engulu (Fondation Telema)

Liberia – J's for Jollof Rice, Wayetu Moore (One Moore Books)

South Africa – Springbok Kitchen, Duane Heath (Random Struik)

Tanzania – The Hopeful chef (The School of St.Jude)

6-2 - North America

Canada – Cooking with Cory, Cory Parsons (Whitecap)

USA – How to Cook a Crocodile, Bonnie Lee Black (Peace Corps Writers)

Netgurus can Cook, Donald Williamson (Grape City Power Tools)

Loukoumi Celebrity Cookbook, Nick Katsoris (NK Publications)

6-3 - Caribbean

- St.Martin – In the Kitchen with St.Marteen Women (Lions Club)
- Haiti – On That Day Everybody Ate, Margaret Trost (KOA Books)

6-4 - Latin America

- Brazil – Gourmet e Sustantavel, ONG Banco de Alimentos (Cook Lovers)
- Honduras – Cocina con Amor, Pía Castillo, Larissa Espinal (Digicel)
- Mexico – Porque Comer Siempre será un Placer (Ambar Diseño)
- Peru – The Art of Peruvian Cuisine (Fundación Felipe Antonio Custer)

6-5 - Asia

- China – Tibet Culinary Journey (China Tibetology Publishing)
- Hong Kong – Dominica's Bo Bo Ho, Domenica Yang (Joyfool Books)
- Laos – From Honeybee to Pepperwood, Creative Lao Cooking (Friends International)
- UAE – Simply Satisfying Cooking, Farida Nawab (Farida Nawab)

6-6 - **Australia / Pacific**

- Australia – Guillaume Food for Friends, Guillaume Brahim (Penguin)
- One Egg is a Fortune, Nina Jacobson, Judy Kempler (One Egg is a Fortune)
- The Food Lover's Diet, Dr.Penelope Small (Allen and Unwin)
- Peninsula Cooks (Peninsula School)

6-7 - Europe

- France – Manuel de Cuisine Populaire, ANDES (Menu Fretin)
- Ireland – Tweet Treats, Jane Travers (O'Brien Press)
- Sweden – Lustfyllda Mellanmäcl för svart Sjuka barn (Norrlands Universitetssjukhus)
- UK – Cook with Kids, Rob Kirby (Absolute Press)

WINE AND DRINKS BOOKS

In 2011 a total of 63 countries participated in the "Gourmand Awards" with wine books in 2011. The finalists are from 26 countries.

W-1.1. - Hall of Fame

- Australia – Wine, Terroir and Climate Change, Dr. John Gladstones (Wakefield Press)

W-1.2. - Wine Book Publisher

- Australia – Hardie Grant

W-1.3. - Wine Magazine

- France – Terre de Vins

W-1.4. - Wine Book of the Year

- China – Fine Drink (Hubei Science and Technology)
- France – Les Ignorants, Étienne Davodeau, Richard Leroy (Futuropolis)
- Hong-Kong – Mastering Wine for the Asian Palate, Jeannie Cho Lee, MW (Asset Publishing)
- USA - Authentic Wine, toward natural and sustainable wine making,
Jamie Goode, Sam Harrop MW (University of California Press)

W-1-5. - French Wine

- Australia – Champagnes, Behind the Bubbles-Champagne Jayne, Great and Famous Champagnes (Arbon-Fritz Gubler)
- China – Cahors, Les Grands Millésimes de Malbec, He Nong (Lijiang Publishing House)
- France – Le Guide des Vins de Bordeaux, Jacques Dupont (Grasset)
- USA – The Seasons of Veuve Clicquot, Stéphane Gerschel (Rizzoli)

W-1-6. - Europe except France

- Austria – Weinbuch Österreich, Klaus Peter (Krenn)
- France – Vignobles et Vins de Rioja, Joël Brémond (Presses Universitaires de Dijon)
- Italy – Il Vino in Sardegna, Anna Saderi (Ilisso)
- USA – Madeira, the Island Vineyard, Noël Cossart, Emanuel Berk (The Rare Wine Company)

W-1-7. - New World Wines

- Australia – Heart and Soul-Australia's First Families of Wine, Graeme Loft (John Wiley Australia)
- Austria – Chinese Art-Chinese Wine, Gernot Langes-Swarovski, Rudolf Lantschbauer, Cai Yu Lan (Bodega Langes)
- Canada – Island Wineries of British Columbia, Gary Hynes (Touchwood)
- Finland – Maistuu viinien kanssa Chilen viini Heikki Remes (Moreeni)

W-1-8. - Wine Tourism

- France – Sur la Route des Vins du Rhône, Mauris, Bompas (Hachette Tourisme)
- Japan – Drinking Japan – Chris Bunting (Tuttle)
- Spain – Turismo del Vino, F. Xavier Medina (Universitat Oberta de Catalunya)
- USA – Tasting the good Life-Wine Tourism in Napa Valley, George Gmelch, Sharon Bohn Gmelch (Indiana University Press)

W-1-9. - Guides - VACANT in 2011

W-1-10. - Professionals

- Czech – Degustacni Prirucka, Jan Stávek (Radix)
- France – Voyage au Coeur d'une Bulle de Champagne, Gerard Liger-Belair (Odile Jacob)
- Italy – The New Illustrated Historical Universal Ampelography (L'Artistica Editrice)
- USA – How to Import Wine, Deborah Gray (Wine Appreciation Guild)

W-1-11. - Translation

- Argentina – Wine is a Passion, Alfredo Terzano, Mariana Gil Juncal (Baco Club)
- Belgium – 100 Vintages, Michel Chasseuil (Tectum)
- Brazil – 210 Coqueteis Essenciais, Evelyn Kay Massaro (Melhoramentos)
- France – Les Dernières Vendanges de Merle, William S. Merwin, Luc de Goustine (Fanlac)

W-2-1. - Non Alcoholic- VACANT 2011

W-2-2. - Coffee – VACANT in 2011

W-2-3. - Tea – VACANT in 2011

W-2-4. - Spirits

- Brazil – A Verdadeira História da Cachaça - Messias S. Cavalcante (Sá Editora)
- France – Cognac à la Conquête du Monde – Gilles Bernard (Presses Universitaires de Bordeaux)
- Sweden – Grönstedt – Cognac – Mats Lindström (Lindström)
- Turkey – Raki Encyclopedia (Overteam Yayirlari)

W-2-5. - Cocktails

- Belgium – The Art of Making Cocktails, Manuel Wouters (Njam Studio 100)
- Germany – Mixed Emotions, Uwe Christiansen (Südwest)

Hong Kong – Multisensory Mixology, Antonio Lai, James Gannaban (Finds)
 USA – See, Mix, Drink, Brian Murphy (Little Brown)

W-2-6. - Matching Food and Drink

Belgium – Vinken – van Tricht – 50 Bier – Kaas Combinaties (Lannoo)
 France – Le Pacherenc du Vic – Bilh , Marie-Claire Fondanaux, Alain Dutournier (Les Quatre Chemins)
 South Africa – Braai Masters of the Cape Wine Lands (Sunbird)
 USA – The Food Lover's Guide to Wine, Karen Page, Andrew Dornenburg (Little Brown)

W-2-7. - Cooking with Drink -VACANT in 2011

W-2-8. - Beer

Australia – Cooking with Beer (Murdoch)
 Belgium – Luxembourg – Bières et Brasseries des 2 Luxembourg, Jean Luc Bodeux (Weyrich)
 UK – Good Beer Guide – Roger Protz (Camra Books)
 USA – The Oxford Companion to Beer (Oxford University Press)

W-3-1. - Wine History

France -Le Champagne. Une Histoire Franco - Allemande,
 Claire Desbois -Thibault, Werner Paravicini, Jean Pierre Poussou.
 (Presses Universitaires Paris Sorbonne – PUPS)
 Hungary – Serenade in the Vineyard, Jasdi Itsvan (Jasdi Pince)
 Spain – El Paisaje del Viñedo –Viña Tondonia, Luis Vicente Elías Pastor (Eumedia)
 USA – Wine Wars, Mike Veseth (Rowman and Littlefield)

W-3-2. - Wine Education

Argentina – Sommelier Urbano, Martin Embon (Albatros)
 Brazil – Conheça Vinhos, Jose Ivan Santos, Dirceu Vianna Junior (Senac)
 China – Wine Experience, Wang Min, Qing Yun Li (China Financial and Economic)
 USA – Naked Wine, Alice Feiring (Da Capo Press)

W-3-3. - Drinks/Wine - Photo/Illustrations

Ethiopia – Coffee Story Ethiopia (Shama Books)
 France – Portugal- A Rota do Vinho do Porto , José Miguel Ferreira (Au Pont des Arts).
 Malta – Cleanskin, George Meekers, Photos : Kevin Casha (Ike and I)
 Sweden – Världens Basta Ostar och Vinerna Därtill. Ingvar Eriksson; Hakan Larsson, Vincent Lefevre (Bonnier)

W-3-4. - Drinks Writing

Germany – Das Demokratische Weinbuch, Rainer Balcerowiak (Mondo)
 Greece – Dark Cellar, Maria Tziti (Tsoukatou)
 Switzerland – Von Humagne Rouge, Madeleine Gay, Chandra Kurt (Orell Füssli Verlag)
 USA – Seasons of a Finger Lake Winery, John C. Hartsock (Cornell University Press)

W-3-5. - Drinks Literature and Novels VACANT in 2011

W-3-6. - Health and Drinks

Austria – Die besten Drinks, Albert Trummer, Dr. Med. Markus Metka,
 Redaktion: Heidi Mayrhofer, Photo: Thomas Schauer (Christian Brandstätter)
 Hungary – God Astride Panther, Wine and Intoxication, Zilai Janos (Mezogazda Kiado)
 Spain – El Vino – María Victoria Moreno Arribas (CSIC)
 UK – Guilt Free Drinking, Robert Beardsmore (Vinifera Limited)



THE PARTICIPANTS

Between November 15, 2010 and November 15, 2011, a total of 162 countries participated in the Awards. Gourmand had to open a new office dedicated to the increasing number of books with new computer systems, at Marqués de Urquijo, 6 in Madrid. The headquarters for the business stay at the permanent address, Pintor Rosales 50. The two offices are very close.

THE WINNERS

The winners by countries were announced December 15, 2011. These winners from 135 countries qualify for the "Best in the World" competition, thanks to the quality of their books. Winners were all contacted personally. They can buy

the winner self adhesive sticker. They can order the winner certificate. They also receive a free invitation to the Awards Gala event on March 6, in Paris. The impact on Christmas sales of the winning books is immediate.

THE FINALISTS

This year, we could publish the shortlist of finalists ahead of schedule, thanks to the hard work of the staff during Christmas and New Year and our new computer process. There are 283 finalists from 71 countries, with 4 finalists in each category. Two categories have more, "The Best Book of the Year", and the "Best Sustainable Food Book" have twelve finalists each.

The list of finalists is in al-

phabetical order by country, within each category. All the finalists have the right to buy the "Best in the World Self Adhesive Sticker". They are invited to the Folies Bergère Theatre, which is free. Last year, 80% of finalists registered for the event and there were 1250 guests. Groups are usually limited to 5. All large size groups are allocated seats at the Balcony. The tickets are sent at the end of January.

THE BEST IN THE WORLD

The Folies Bergère theatre is the most historical Music Hall in Paris. Built at the end of the 19th Century, it is beautifully decorated. It was made famous by Maurice Chevalier, Mistinguett, Josephine Baker. The

Gourmand Best in the World are announced March 6, 2012, starting at 20H30. It is advised to eat before the event. It will last 2 1/2 hours, even though it will be shorter with 19 fewer categories. It will be followed by a champagne cocktail, with champagne Gosset and cognac Frapin. The event will be filmed by various televisions, including the China Food Network. For each category, the 4 front covers are shown on the stage screen in the ranking order for Best in the World. Only the number one is called to the stage. If they are not present, the Best in the World certificate will be sent by mail.

Continue on
the following page.

The Best in the World 1, 2, 3, 4 all have the right to one free certificate. They have to pay for additional certificates. Best in the World 1, 2, 3, 4 all have the right to buy the Best in the World self adhesive sticker.

The number one winner, alone or with a group walks to the stage, with music and the applause of the audience. They receive the certificate on the stage, and they can make a short speech of less than 30 seconds. Usually two thirds of recipients just say one or two "Thank You" phrases, a few will have impacting phrases. They do not know before that they have won, and emotions are quite visible. Photos are taken after receiving the certificate. There is no dress code, the rule is to be comfortable and elegant. There will be many photos and filming. National dress is encouraged, it is a perfect moment to be proudly showing the beautiful traditional dresses of many countries. Some guests are very elegant and innovative in striking party dress.

The list of winners is available the next day, and released to the media. Beyond the honours, the impact is huge on sales, and foreign rights deals. For some authors it can change their life, launching a new career. It is also great fun, with many meetings during the champagne party at the end. It is very international,

with 28% of the guests last year coming from outside Europe, and some 50% from Europe outside France. The French are the first country group, with some 20% of the guests.

Photos at the event are available from our professional photographer, www.tiborfoto.com.

PARIS COOKBOOK FAIR

All the winners books are exhibited at Paris Cookbook Fair March 7-11, 2012. They include the finalists and the other winners. For over ten years the books have been exhibited by categories. For the first time, the exhibition will be by continents, and countries,

to show the incredible quality and diversity of the world production. The exhibits of Asia, Latin America and Africa will be a surprise for most guests. Cookbooks are exhibited on the first floor of Le 104, next to the major publishers stands and the Rights Center. The wine books are exhibited downstairs in the big room with the Wine Pentathlon, a fantastic wine experience for both beginners and the best professionals.

All finalists qualify to register as VIP Professionals for Paris Cookbook Fair, which gives them a permanent 5 day entry pass for two persons, invitations to all events,

a listing in the Yearbook and Catalogue. The cost is 350 Euros. It is the best way to prepare in advance for contacts and meetings. There are a few tables still available at the Rights Center. The stands are completely sold out, there is no more space available for stands. There was so much business last year that one more professional day was added this year, so March 7-8-9 are professional days, while the week-end March 10-11 is open to the public. The Welcome Party is March 7 at 19H30 at Le 104, 5 rue Curial, 75019 Paris, by invitation only. Paris Cookbook Fair opens at 10 am on March 7, 2012.



**Gourmand World Cookbook Awards Gala 2011
at Folies Bergère, the most historical Music Hall in Paris.**

News from the Gourmand Family



Gourmand International, won the first prize of Awards for Outstanding Digital Radio and TV Programs in 2010 (see the picture of the award). This award was given by China Radio and Television Association, the national association of radio and television industry in China. The foreign celebrity chefs on the show of 40 episodes

On December 20, at the Malaysia Tourism Awards, **Chef Wan** (picture above) was sitting at the table of the King of Malaysia when he was called to receive the highest award, "In honor and recognition of his leadership, commitment, sacrifices, and dedication, which significantly contributed towards the development of Malaysian cuisine". After receiving awards from the King of Thailand and in 2009 from the King of Majapahit of Java Indonesia, it was his third award in tourism as the Culinary Ambassador of Malaysia.

At the Annual Appraisal Meeting of Digital Pay-TV in China, December, 22th, in Zhengzhou in Henan Province, "**Food Adventures on the Silk Road**", produced by China Food TV and



are Chef Wan, Yvan Cadiou, Chakall and James McIntosh, starring with two Chinese chefs. This is an extremely prestigious award, the best a food show has ever received at this top event, and a rare success for an international co-production in China.

Beer Books are the focus of **Paris Cookbook Fair**. On **amazon.com**, beer books were six of the ten bestsellers in December 2011 for Drinks books, with only one book each for jui-

ces, wine, cocktails and spirits.

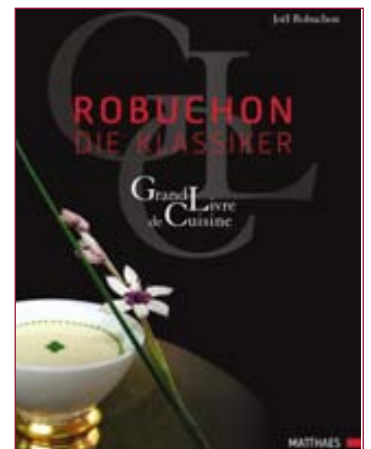
A delegation of 26 students from the **Culinary Institute of America** will visit **Paris Cookbook Fair**, on the morning of March 7, 2012, with their professor.

Edouard Cointreau (picture below) is now the Ambassador of Wine Culture in China. On December 16, 2011 in Beijing, three foreigners were honoured at the **Rubis Wine Awards**, the biggest event of the year for wine professionals. They were Ambassador of Spain **Eugeni Brengolat Obiols**, Ambassador of New Zealand **Carl Worker**, and Edouard Cointreau. As said on the stage: "Highly praised for enhancing the under-



standing of Western Culture and Chinese Cuisine between China and Western countries, Edouard Cointreau received a Rubis Award as the "Wine Culture Promotion Ambassador".

German publisher **Matt-haes** has deepened its collaboration with **Alain Ducasse Edition** and released "Le Grand Livre de Cuisine" by **Joël**



Robuchon in Germany. The book has 460 pages and costs 98 Euros. It is Robuchon's third book in German and the first release in German in the last ten years. Publisher Matt-haes will be honoured as the Publisher of the Year at the Gourmand World Cookbook Awards in Paris 2012.

Send us your news: editor@gourmand-magazine.com