

THE GOURMAND AWARDS

Paris, July 1, 2009

LA COMÉDIE FRANÇAISE

Press Release, July 2, 2009

46bis.-SWEDEN WINS IN PARIS!

At the Gourmand World Cookbook Awards 2008, Sweden is the fifth country in the world in the number of medals, behind the US, the UK, France and Spain.

The glamorous event took place on July 2, 2009 at La Comédie Française, the historical theatre of Molière, in Paris. Past events were in London (2008), Beijing (2007), Kuala Lumpur (2006), Örebro (2005). The Awards might come back to Scandinavia very soon!

Cookbooks

Special Award of the Jury

The very important "Special Award of the Jury" was won for an exceptional book:

Skogens Mat
Gert Klötzke, Karsten Thurfjell
Lill Forsman, producer
(Albert Bonniers Förlag)

Bookazine

The leading food magazine in Sweden won "Best Book Magazine" (Bookazine)

Smaker från hela världen
Italien, Frankrike, Sydostasien
Ulla Karlström
(All tom Mat)

Fish and Seafood

Sweden, and Scandinavia year after year do very well in the "Fish and Seafood" category. This year, Sweden won third place for "Best Fish Book in the World"

Mannerströms skaldjur
Leif Mannerström
Lill Forsman, producer
(Prisma)

There were 18 countries competing in this category.

Innovative Food Book

Sweden now has very innovative publishers. It won third place for "Best Innovative Food Book" MATEMATik

Anders Arnell, Jan Tern
(Self Published)

There were 21 countries competing in this category.

Food Professionals Book

The current quality of Sweden food and wine publishing can also be credited to the food training and professionals of the sector. Sweden takes third place for "Best Food Professionals Book in the World"

Smaker man minns

Linda Martinsson, Jonas Eriksson, Monica Berglund

Lill Forsman, producer

(Tre Stiftelser)

There were 17 countries competing in this category.

Wine Books

Wine book writers are doing well in Sweden. There is a demand from new and established wine consumers to read about wine. Publishers invest in new wine books. Swedish wine writers have years of experience and travel all around the world. Their quality is recognized among the best, and they win more medals than ever this year at the Gourmand Awards.

Wine Guide

Richard Juhlin is now number one in the world for tasting champagne. He wins "Best Wine Guide in the World"

Champagne Guide

Richard Juhlin

(Richard Juhlin Publishing)

French Wines

Another small champagne book wins a big "Best Book on French Wines in the World". The jury has appreciated the value of efforts like this to promote wine in a friendly efficient way. Big and expensive is not always the best in books.

Lilla boken om champagne och ost

Jörn Ek

Donald Boström, producer, photographer, layout

(Arvid Nordquist and H.A.B.Androuet)

Wine Tourism

A great personal effort was distinguished with the Second "Best Wine Tourism Book in the World". Small publishers win often against big publishers, as they invest more in their books, not only money, but their heart.

Mina viner i Alsace

Kurt-Inge Eklund

(Kurt-Inge Ekklund)

New World Wines

Sweden wine writers do travel everywhere to get the facts. Sweden wins Third "Best Book in the World for New World Wines".

Mat, vin och vanilj från Sydafrika

Elisabeth Johansson

Conny Johansson, wine

(Natur och Kultur)

Wine Literature

A great part of the success of Swedish wine books comes from the fact that the authors really know wine, and also are excellent writers, with a clear knowledge of words. Sweden won the third place for "Best Wine Literature Book in the World"

Fransk – Svensk/Svensk-Fransk Vinordbok

Jerker Arrhenius

(Vinbonden)

Wine Professionals

There is a lively market for connoisseurs of great wines in Scandinavia. Sweden wins the third place for "Best Wine Book in the World for Professionals"

Wine Auctions 2007-2008 – An Investors Guide

Johan Magnusson

(Adla Dryckers Tidnings)

Conclusion:

This was an excellent year for Sweden, for food, wine, authors and publishers.

For more information:

Edouard Cointreau, President
Gourmand Awards
icr@virtuallsw.es

Bo Masser, Vice President
Gourmand Awards
bo@massers.se