



# GOURMAND MAGAZINE

The International Cookbook Revue

Issue 34 / February 2013



Celebrity Chefs



Cookbook  
Trade

February 22 - 24, 2013

## Welcome to Paris Cookbook Fair at Carrousel du Louvre



Conferences



Tastings

Free download: Read about them in past issues of Gourmand Magazine

# Meet the Stars at Paris Cookbook Fair

Every month Gourmand Magazine highlights rising stars or famous celebrity chefs of the wine and cookbook scene. Many of them will be at Paris Cookbook

Fair, 22-24 February, 2013.

Read about them in our past issues. You can download them for free:

[www.gourmand-magazine.com](http://www.gourmand-magazine.com)



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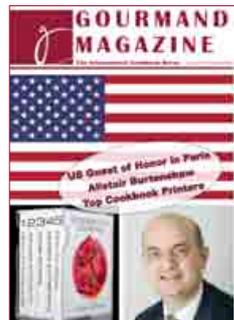
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IF YOU ARE INTERESTED IN PICTURES OF THE AWARDS OR THE COOKBOOK FAIR PLEASE CONTACT TIBOR BÁRÁNY: WWW.TIBORFOTO.COM TIBOR@TIBORFOTO.COM +46 705 98 24 88



Paris Cookbook Fair, February 22-24, 2013

# International and Professional

Photo by clodi79, www.picspack.de

The combination of the Cookbook Fair, the Gourmand Awards, and The Food Television Festival will occupy 5000 m<sup>2</sup> at Le Carrousel du Louvre. It is an international event, only about one third french. It is by far the largest professional event in the world for food and drink authors and publishers.

## The Publishers

The space for publishers stands doubles from 900 m<sup>2</sup> to over 2000 m<sup>2</sup> from 2012 to 2013. Two thirds of the stands surface is international, one third

french. The catalogue is available before the fair to exhibitors and VIP Professionals, and free to paying visitors to the fair.

## The Meetings

The decision makers for food and drink books are present, and available. For instance the top 2 cookbook publishers in sales of Belgium, Brazil, China, France, Russia or Sweden are all present. The top specialized publishers are also present, for instance Minestrone from Belgium, Agnes Viénot or Féret from France, Chernov from

Russia, Grub Street from the UK, and many others. It is an open, friendly and relaxed fair, all sharing their passion for food and wine books.

## The Visitors

The entrance is 35 Euros, to screen visitors, to get more professional guests. There are strong delegations from China, Japan, Mexico, Canada. There will be over 60 countries visiting, including Guatemala, Lesotho, Zimbabwe for the first time. Only 18 % of the visitors (23 January 2013) are from France, 50%

from the rest of Europe, 32 % from other continents.

## The Exhibiton

The cookbook exhibition of the Gourmand Awards winners by countries is similar to last year in size and presentation by countries. It will be in the 600 m<sup>2</sup> mezzanine close to the entrance. There is a clear increase in quality in books from Asia, Latin America, Africa, Scandinavia and Flemish Europe.

Order your ticket online:  
[www.cookbookfair.com](http://www.cookbookfair.com)

## Paris Cookbook Fair in Numbers

# A Culinary World Tour at Carrousel du Louvre

February 22 to 24, 2013 / 10h - 19h, every day



## Chef Demonstrations

24 chefs will perform in the show kitchen. They come from 15 different countries, including Austria, China, France, Guatemala, Greece, UK, Chile, Japan and many more. Some of them are big stars in their home countries as Mocomichi Hayami (Japan) and Martin Picard (Canada) and some are world-famous chefs as three star-chef Michel Roth (picture) from the Parisian restaurant Ritz and TV celebrity Annabel Langbein (New Zealand).

## The G60 Summit

Guests from 60 countries will come to Paris Cookbook Fair and the "WFWF-TV" at Carrousel du Louvre with strong delegations from China, Japan, Mexico, Canada. 18 % of the registered visitors are from France 50 % from the rest of Europe and 32 % from other continents.

## More Space

Paris Cookbook Fair will be much bigger than in former years. The Carrousel du Louvre made it possible to double the exhibition space from 900 m2 to over 2000 m2, for publishers from all over the world, with two thirds from outside France. Big names and

small but ambitious publishers will make Paris Cookbook Fair the place to be for every cookbook professional. Discover new trends, contact the network of cookbook professionals, and trade in foreign rights of potential bestsellers.



## The Gourmand Bar

The Gourmand Bar program will offer 24 wine and spirits books presentations, paired with the corresponding drinks from 15 countries. Here you will have the opportunity to discover new tastes, meet winemakers and authors. The stars will be Jancis Robinson, and Romanée Conti. You will discover new drinks, such as on the picture above star chef Alain Ducasse at last year's fair tasting new beers.

# World Festival of Wine and Food Television

The focus of the World Festival of Wine and Food Television (WFWF-TV) is to buy and sell food and wine television shows. There are presentations and launches, and negotiations for financing new projects and co-productions.

Merchandising and sponsoring are the two keys to financing. Cookbook deals will be made easier thanks to the parallel "Paris Cookbook Fair". There will be 23 presentations from 14 countries: Argentina, Australia, Belgium, China, France, Germany, Greece, India, Italy, Japan, Malaysia, Portugal, Sweden and USA.

The stars: Jeroen Meus (Belgium), Pascale Naessens (Belgium), Wu Zhi Hong (China), Julie Andrieu (France), Chakall (Germany, Portugal), Guy Savoy (France), Mocomichi Hayami (Japan), Chef Wan (Malaysia), Richard Juhlin (Sweden), Geoffrey Drummond, 9 Emmy Awards (US).

**Coordinator:**  
Cyril Rouquet  
(Master Chef show, Louvre Bouteille Restaurant)



## CONFERENCES

The conferences are a good opportunity to get in touch with some of the most successful people in the culinary world. Paris Cookbook Fair will create a very personal atmosphere that invites guests to ask questions.

Within the 3 days of the festival there will be 21 conferences, with speakers from 12

countries, featuring 9 Grammy Awards-winner Geoffrey Drummond, US cookbook agent Lisa Ekus, Paris Cookbook Fair President of Honor Alistair Burtenshaw (picture below), Emmanuel Jirou-Najou from Edition Alain Ducasse and of course Gourmand President Edouard Coinreau.



See the detailed  
hour by hour program:  
[www.cookbookfair.com](http://www.cookbookfair.com)

# The Cookbook Publisher's Alphabet

<b>A</b>	Akal	<b>N</b>	New Holland
<b>B</b>	Bloomsbury – Absolute	<b>O</b>	Oxford University Press
<b>C</b>	Chernov	<b>P</b>	Planeta
<b>D</b>	Edition Alain Ducasse	<b>Q</b>	Quingdao Publishing House
<b>E</b>	Eksmo - AST	<b>R</b>	Random House - Penguin
<b>F</b>	Féret	<b>S</b>	Shibata
<b>G</b>	Grub Street	<b>T</b>	Ten Speed
<b>H</b>	Hachette	<b>U</b>	University Press of California
<b>I</b>	ICA	<b>V</b>	Vienot Agnés
<b>J</b>	Jouve	<b>W</b>	Wiley
<b>K</b>	Kodansha	<b>X</b>	Xinhua
<b>L</b>	Lannoo	<b>Y</b>	Yapi Kredi
<b>M</b>	Melhoramentos	<b>Z</b>	Zabert Sandmann



Conference with Robert Oliver (NZ) and Francisco Fantini (Chile)

# How to Change the World with Cookbooks

Two Cookbook of the Year winners will make a presentation together for Paris Cookbook Fair: Robert Oliver (picture, ri.) from New Zealand and Francisco Fantini (picture, left) from Chile will host a conference on Saturday, 23 February, at 17h under the title "Sustainable Food Cooperation from New Zealand to Patagonia".

"It will be a panel to explore the notion of sustainable cuisine beyond the plate: How cuisine reaches into health, culture,

environment via agriculture, and its role in tourism and other industry", describes Robert Oliver. His book "Me'a Kai" (with Tracy Berno and Shiri Ram) rediscovered the original cuisine of the South Pacific islands. Winning the Gourmand Best in the World Award gave the people the self-confidence that their culture means something special to the rest of the world. "This has been an enormous validation to them", says Mr. Oliver. An experience food jour-

nalist Francisco Fantini made one year later with his book "Patagonia Cuisine". He wrote about the food culture of a country that is not a state, but a landscape in Chile and Argentina. "People there have their own culture and own pride, but the governments beat down all attempts to rediscover it. That is why I wrote the book", says Francisco Fantini. "Cookbooks let people know that their culture and their environment are valuable for their development. Once

people know what they have, they can't be cheated by outsiders. After we won the Gourmand Award, more people stand firmly against the dams and mining companies that the Chilean government is planning to build in Patagonia." Francisco and Robert first met at the Beijing International Cuisine Competition in June last year, co-organized by Gourmand (see picture above with Gourmand President Edouard Cointreau during the BICC Awards Gala).

Birthe Lyngaard's New Yorker by Heart

# The Moving Story of a Cookbook

**Birthe Lyngaard is a 41-year-old woman from Denmark. The US is her passion, especially New York. She runs a famous blog called newyorkerbyheart.com where she writes about the American food, lifestyle and some-**

**times about her cat. Everything is very personal, very unique. Exclusively for Gourmand Magazine she writes about her blog, her experiences and why this cookbook will stay her only one. A heartbreaking story...**



"I was an au pair in New Hampshire back in 1990 to 1991. My host family was a perfect match and we got along very well. I had a troubled childhood and just wanted to be as far away from my family in Denmark as possible. The American host family became my family as they now consider me to be a part of their family. I fell in love with the Country, the people I met, the language, the food and the surroundings. I lost my heart to the USA. I fell in love with New York from the very first minute. There is a special vibe when you

walk in NYC, a special atmosphere and energy. When I see the famous skyline I get goosebumps and can not stop smiling. It makes my heart go faster. I wanted the Danes to discover that the American cuisine is so much more than burgers and hotdogs. That is why I started my blog "newyorkerbyheart.com" and wrote my first cookbook "Newyorkerbyheart American Homecooking". I think American cuisine has taken the best of all the cuisines in the world and added a little of the American flavour. I think it is a pretty

good description of what the American cuisine is. It is food everybody can make, full of flavour. My goal was to catch the American vibe and put it in a book, so every one who has ever watched an American movie, TV-series or been there will recognize the atmosphere in the book. I think I did pretty well. There is also a little anecdote to each recipe which makes the book very personal. I did have plans for another cookbook. It was supposed to be a combined travel and cookbook, I raised all the money and everything,

but then I got sick. I have incurable cervical cancer in stage 4 and it has spread to my lymphs. My prognoses are not good and I am now declared a terminal patient and do not know how long my life will be. My passion is right now to live for as long as possible and to enjoy what is left of my life. Unfortunately we know that I will not live for that long. Maybe we will meet in Paris!"

**Birthe Lyngaard**

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Sarah Lilford - chef, caterer and author

# A Cookbook Bestseller from Zimbabwe

Sarah Lilford runs a world class event catering company in Zimbabwe (Africa). Now she has released her first cookbook "Dusty Road" - a biographical cookbook as she calls it. Thinking of Zimbabwe most people might think of the civil war in the 70s, hunger crises and president Robert Mugabe who rules the country as a dictator. A wrong image of Zimbabwe? "Not at all", says Sarah Lilford, "Those elements have been very much part of our lives and I do bring them into the book." She took her family as an example of what happened everywhere in the country. "Dusty Road" is Sarah Lilford's

perspective on life in Zimbabwe, growing up on a farm, including bits of the civil war. Also about losing the farm and then finally moving on. Communities have been wiped out by farm invasions and families have split up and are scattered around the world. These farms left derelict, houses stripped or burnt down, labourers evacuated and compounds left empty. It was a tragedy - the downfall of Zimbabwe." Her family moved to Australia - she stayed in Zimbabwe and started a new life. She founded a catering company that became very successful, working for big companies, society weddings and special events. The

first two print runs of her cookbook "Dusty Road" have been sold out with 2000 copies each within half a year. A very big success for a country of 12 million people with a gross domestic product of 487 Dollar per capita. It is the personal style of the book that people admire. "For each recipe I have chosen and created I have written a light-hearted chapter relating to the recipe - Life growing up on the farm, my travels and adventures around the world, my experiences in different safari camps and tourist destinations within Zimbabwe. Recipes and stories about my catering business, our local cultural food and most importantly my children

and people who have influenced my life." The recipes in the book show that Zimbabwe offers a special fusion cuisine, inspired by all the countries that became influential in the country's history: Arabs, the Portuguese, the British, the South Africans plus all the ethnic migrations from North Africa. "And then there is the original San, who have many culinary secrets - all of whom have made urban Zimbabwe cuisine varied and interesting."

Sarah Lilford will be present at Paris Cookbook Fair to present her book.

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[www.sarahlilford.com](http://www.sarahlilford.com)



Richard Juhlin will present his new book at Paris Cookbook Fair

# The Gentleman of Champagne

by Tibor Bárány (text & picture)

Richard Juhlin does not need any presentation. Every living champagne lover heard about the Swedish Champagne expert or read at least one of his books. His 7-th book will be published through Swedish publishing house Bonnier Fakta, with the stylish, alluring, seductive title "A Scent of Champagne".

This book is personally written with anecdotes from his life, revealing many hidden aspects of his personality. As Edouard Cointreau describes him in the foreword of the book: "Because he is the best, he is always humble and himself, true and real, elegant and

generous. His passion for the wine includes deep feeling, understanding and respect for the people of Champagne." Richard Juhlin has a sophisticated social ability to smell, taste, evaluate and categorize aromas with a sincere and genuine passion, endless knowledge and sophisticated social competence.

I know Richard more from a human aspect, as a friend. We experienced together an unique event when the world's oldest wrack Champagne from 1840, was opened, tasted and auctioned in Åland, as "The Tsar's Treasure". The rest is history...

While writing this article I checked the last information about how many bottles had been tasted by Richard... now it is up to 8,255.

To be impartial while tasting Richard designed his own glass-collection in collaboration with Reijmyre glassworks and describes them as: "The common link for all the rather extreme glasses in my series is that they are designed and formed from a smell point of view".

Richards triumphal procession is ongoing thanks to the booming asian market. The pairing of Champagne with Asian food is a perfect combination and

his collaboration with John Karpon from Acker Merall & Condit will gain new "sparkling" possibilities.

At Paris Cookbook Fair you can meet Richard Juhlin and his literary agent Ulla Joneby, rights and co editions for Bonnier Fakta Sweden, at stand F 9. "A Scent of Champagne" will be published in September 2013. At the same time the book will be launched in France by Edition Ferét, in USA by Skyhorse Publishing, in Denmark by Lindhardt og Ringhof and in Norway by Font Forlag.

Find out more about Richard Juhlin: [www.champagneclub.com](http://www.champagneclub.com)



Photographer: Naomi-Chantal Lein  
 Make up: Patricea Ann Kincade  
 Location: Tugu Hotel Bali

## Nutrition Wisdom from Bali Coming to Paris

# Ni Zain's “Real Healthy Cooking Book”

Ni Zain (44) from Bali calls herself a Woman Healer and has developed a special nutrition that promises to make life more healthy and help people lose weight - women and men. With “The Real Healthy Cooking Book” she wants to share her experiences with people all around the globe.

In the interview with Gourmand Magazine she explains why her nutrition is different from all the others and more successful.

### Gourmand Magazine: What is a “Woman Healer”?

Ni Zain: “This comes from the old tradition of woman healing, which is basically the healing with natural ingredients and in balance with nature and its cycles. Women are the healers of the planet and very strongly connected to the earth and her healing powers. If we go back in history, the big healers of the past were the witches. Witches had the knowledge of herbs, plants, minerals and healing. In my work I follow the paths of those women again. Restoring the old harmonies between male and female, as well as mother earth. In doing so, we are able to restore health, happiness and

peace in us, in our communities and the world.”

### There are thousands of cookbooks promising a healthy cuisine. What makes your book different?

“For my work as a cleansing and detox specialist I did over the last year many thousands of hours of research, most of them about nutrients and what certain food does to our body. As a conclusion to the knowledge I gained from this, I myself became a vegan and started to cut out food like wheat, corn and soy from my diet. Now when I was trying to explain this way of eating to my clients and I said no this and that anymore, they all said: But what do you eat then? Looking

around books stores, there was no healthy cooking food that did not use soy, that did not use corn and which is using such a big range of superfood. So I decided, if it does not exist, than I create one myself.”

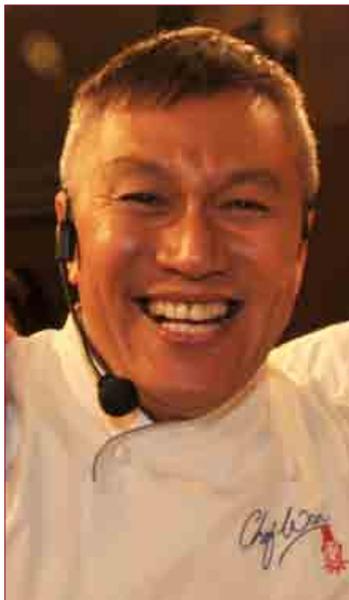
### Overweight is a big problem today and everybody wants to become slim. Can you help them?

“First of all: What does slim mean? This cult of the skinny woman fitting in size 34 or 36 is simply unhealthy and dictated from a fashion industry which works with heavily photoshopped models who are genetically slim and only represent 1% of women in the world. If we talk about real overweight, yes I can help

them if they really want to change. Many women and men have actually gained weight to protect themselves. Going back in their lifetimes in life you will always find an abuse – either verbal or physical. This is where we have to start. Overweight can also simply come from the body starving of nutrients, so it asks for more food. A modern Western diet today has no nutrients anymore. One of the first things I hand to people when they start working with me is a list of food they shall eat each day, which is a part of “The Real Healthy Cooking Book”.”

Ni Zain will be present at Paris Cookbook Fair.  
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[www.nizain.com](http://www.nizain.com)

# News from the Gourmand Family



E-books. There are 4 cookbooks, selling over 200.000 in print, E-cookbooks represent 1.4%, 1.5%, and 5% of the sales of printed cookbooks, there was no ebook for the other.

Since publishing the first of their 5 cookbooks in 2004, **Breast Friends** from Canada have sold 300.000 cookbooks, and donated \$1.400.000 against cancer. Eight out of the 10 members will be at Paris Cookbook Fair. They were



the leading story of the Gourmand Magazine issue No. 6.

**China Publishers Magazine** has published a Cookbooks Special for Paris Cookbook Fair with 32 pages in En-

glish. It will be distributed at **Paris Cookbook Fair** February 22-24 at Carrousel du Louvre. It includes articles about the Oriental Publishing Company, high quality book printer Artron, the Qingdao Publishing Group, China Light Industry Press and interviews with Alistair Burtenshaw, Edouard Cointreau and more,

**Bloomsbury-Absolute Press** have a stand at Paris Cookbook Fair. They will launch their new multi-year contract to publish worldwide Master Chef books under the Absolute Press imprint, run as usual by Jon Croft. Master Chef is produced in 35 countries and will build international partnerships with local publishers so that Master Chef cookbooks are present everywhere.

For one year French celebrity chef **Cyril Rouquet** (picture below) has run his restaurant "Louvre Bouteille" in Paris near to the Louvre. He celebrated this jubilee with his friends at the restaurant on January 15. Cyril will be

one of the stars at Paris Cookbook Fair. He will perform in the International Show Kitchen on Sunday, February 24, at 15h. The restaurant is very close to the Louvre. If you want to book a table contact:

[venez@louvrebouteille.fr](mailto:venez@louvrebouteille.fr)



For the first time, cookbooks and wine books will be honored during February at **Bibliothèque Centre Pompidou** at Beaubourg, within walking distance of **Paris Cookbook Fair**. The library of the prestigious **Modern Art Museum** in Paris will show all winners from the Gourmand Awards National Competition 2012 for France.

**Chef Wan** (picture above) prepared the gala dinner of the Malaysian Government at the World Economic Forum in Davos/Switzerland this year. The world-famous celebrity chef gave also a speech in his role as the food ambassador of Malaysia. Chef Wan will come to Paris Cookbook Fair to shoot a half-hour-episode for his show on ASTRO Media Prima Channel in Malaysia. Chef Wan will perform at Paris Cookbook Fair on Sunday, February 24, at 13h.

The **Booksellers Magazine** of the UK released for the first time a list of the 50 bestsellers of 2012, with print and ebooks compared

Send us your news:  
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