



GOURMAND MAGAZINE

Issue 1 / Fall 2009

WORLD COOK BOOK AWARDS '09

One night in Paris - the most glamorous Awards ever Pages 3-5

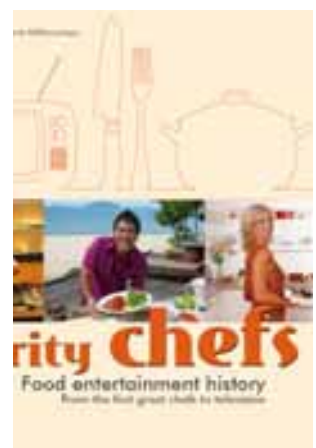


The biggest exhibition of cookbooks

From 12 to 15 February 2010 the biggest exhibition of cook- and winebooks take place in Paris: In the Centquatre a stunning event will stand in the focus of the culinary world Page 7

All about celebrity chefs

Two authors from Spain and France have written an astonishing book about the history of celebrity chefs all over the world. In an exclusive interview Laura Gosalbo talks about her intention Page 8



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**GOURMAND
MAGAZINE**

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FOR MORE UNFORGETTABLE
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To all of you who cook with words...

14 years ago it was just an idea, a vision or to be certain - it was an *idée fixe* to build up an organization who honours every year the best cookbooks in the world. That was the birth of Gourmand.

Today this *idée fixe* has turned out to be the most important international award for wine- and cookbooks in the world. But there has evolved even more than that. Today Gourmand is a platform for chefs, authors, publishers, food-photographers and not to forget for cookbook-translaters. We give them a chance to meet, to talk about trends, to learn from each other and to do business.

Gourmand helps to open up new markets and Gourmand helps to promote cookbooks.

This new magazine is part of the next step of Gourmand. We want to tighten our network. We publish it as a pdf-file, because it should be a fast and easy way to inform the Gourmand-family. For that's what we are: a family. And everyone who is involved in the cookbook-business is invited to join us.

As everyone I am strongly imprinted by my family and her history. The passion for cookbooks is something I have inherited from my father, who is also the best cook in the family. He taught me how to perceive the real quality of a good cookbook. For there is one thing that makes a cookbook to a real good cookbook: the passion. You can assign the best printer, buy the most expensive paper and choose the most impressive format, but one thing you can't buy - that's passion. Passion for food, wine, nature and cooking. That's exactly what Gourmand is about.

Sincerely yours

Edouard Cointreau



Comédie Française, 1 July 2009

Unforgettable: the Awards in Paris

Photo: Denis Nidos

There are many beautiful cities in the world. But there is one town that outrange them all: This one´s Paris.

If you have ever seen the film „Amelie“ then you know: In this town unforgettable, magic moments can happen...

The burst of the candied surface of a crème brûlée or the sunshine that falls into a glass of red wine drunken in a small bistro - in Paris this simple things can enchant you.

This magic formed the framework for the 14th Gourmand World Cookbook Awards that were held in the

Comédie Française on 1 July 2009. Founded 1680 the building is still irradiating the glamour and the dignity of that epoch. It´s hard to resist the magic of history if it so close. And perhaps we envy people like Gourmand-President Cointreau whose family history get back deep to the 13th century and is tightly linked to the royal history of France. An ancestor of Cointreau, Pierre Frapin, was the apothecary of king Louis XIV and of french poet laureate Molière. The king honoured Frapin by giving him the coat of arms, which today still

decorates the Frapin Cognac-bottles. And Molière thanked Frapin by setting him a lite-

rature-memorial: In his play „The Hypochondriac“ as the apothecary Fleurant.



Photo: Olaf Plotke

Molière is the greatest dramatist in France and the Comédie Française is his theater. A present by Louis XIV to the author he adored. And so the Comédie Française is the place where the lines of Molière, Louis XIV and Cointreau are associated.

No wonder that it was an affair of the heart for the Gourmand-Founder and -President to celebrate the Award-Gala here. The pride in his family history and the fun of sharing it with more than 800 guest from all over the world was noticeable every second of that evening. And in some way everyone became part of that history, because Cointreau subsumes them all under the term „Gourmand family“. After all that’s the main message that was send out from this gala: No matter in which language someone is writing, no

matter what kitchen-philosophy someone has - they are all part of this community. And the community shows that eating and drinking is a language every man understands.

With the Award-gala Gourmand build up a platform and rolls out the red carpet for this community: „With this show we honour all of you who is cooking with words“, Cointreau saluted the guests in the comédie française. You can’t say it better. It was the bow of a patron in front of the elite of cookbook-authors. And although just a few of the 500 guests received an award, no one felt as a loser. Could there be a better ending for a competition? In the end everyone was partying together - with foie gras-candies, champagne, red wine, Cointreau and of course Cognac Frapin. All this was known



Photo: Tibor Bárány

Full house...

from previous Award-galas. But this time it was different. Because of the place and the town this evening was unforgettable. No one wanted it to end. No one was able to elude themselves from the magic of Paris. And the organizers of the show seemed to have felt that the gala in this town was the greatest of them all. Therefore Gourmand remain true to Paris: From 12 to 15 february 2010 the organization arranges the Paris Cookbook Fair. The Gourmand library will be shown, there will be meetings and discussions for authors and publishers, show-coo-

king of international chefs and the announcement of the nominees for the next Gourmand World Cookbook Awards. Some authors will then know that they will have no hope on winning. That they would not take this as a defeat is the result of the charme of Gourmand and its founder Edouard Cointreau. For the motto of the Cookbook Fair is once again: „To honour those who cook with words!“ And this refers not only to the winners...

You’ll find a list with all winners on: www.cookbookfair.com



Le Cordon Bleu-president André Cointreau honoured Julie Powell („Julie and Julia“).

Photo: Tibor Bárány



Photos: Tibor Bárány

In good hands...



It's good to be scottish.



Perfect gentleman:
Edouard Cointreau IV. with
Catherine Baschet and
Florence Cointreau III.



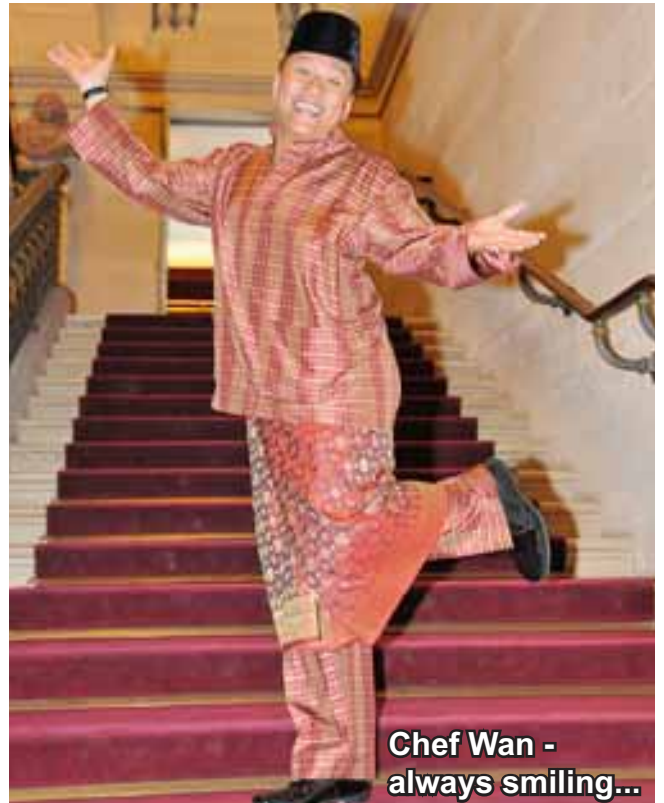
Edouard Cointreau
welcomes guests.



Katharina Toebben and Chakall



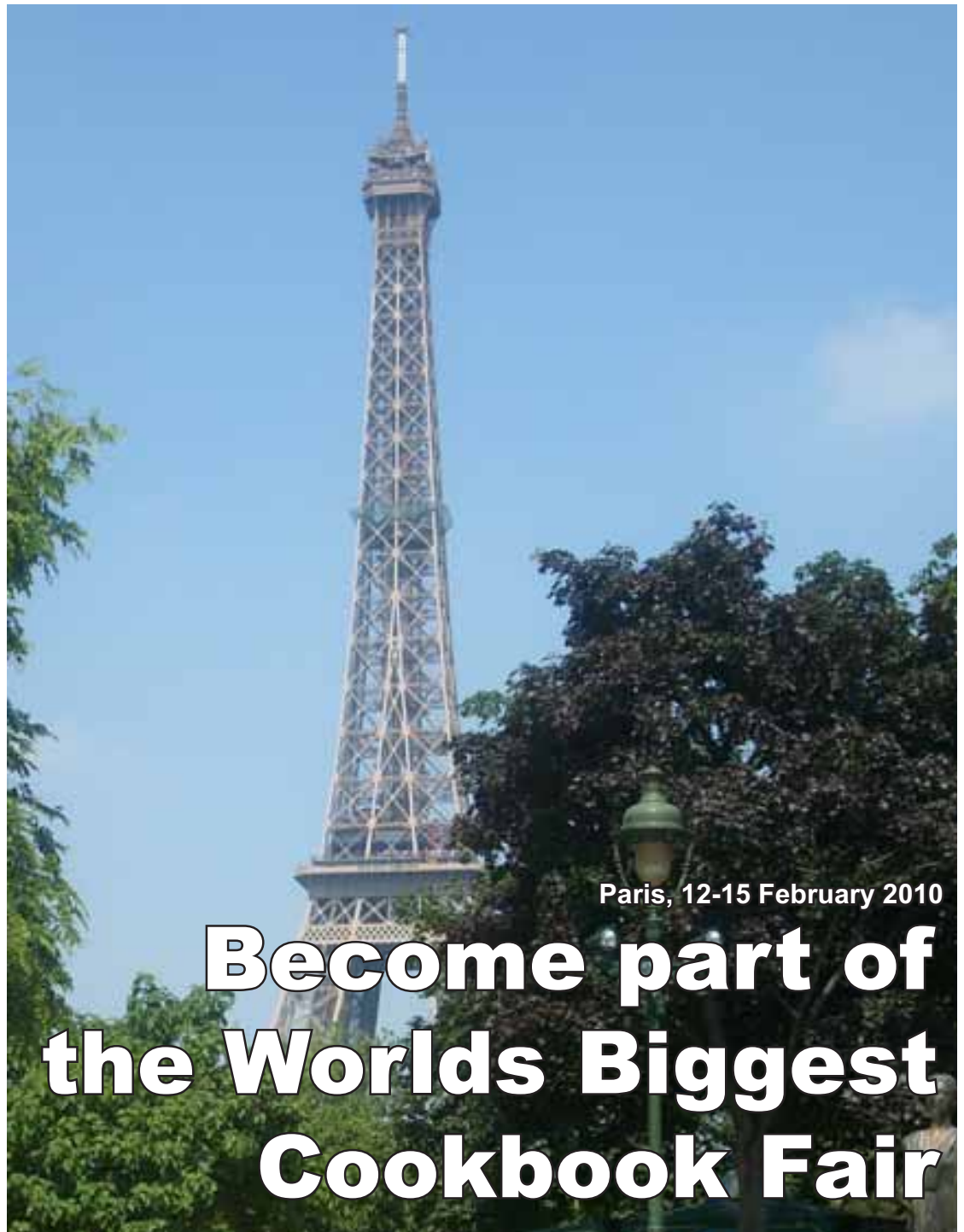
I was there.



Chef Wan -
always smiling...



We got it made!



Paris, 12-15 February 2010

Become part of the Worlds Biggest Cookbook Fair

For years, Gourmand has been a welcomed guest at bookfairs all around the world. The next step almost suggested itself: Gourmand organizes the first fair just for cook- and wine-books.

From 12 to 15 February 2010 the first Paris Cookbook Fair will take place in the artist and event-center „Le 104“. Cook-

and winebooks were celebrated on more than 4.000 sqm with a strong event list: foreign rights center, author signings, publisher stands, conferences, show-cooking, discussions and presentations by countries whose cuisine is recognized by UNESCO. For the first time the unique Gourmand Awards Cookbook

Exhibition will be shown: More than 4.000 books of the Award-winners of 2000-2009. International press-attention is guaranteed, because the nominees for the next awards will be announced on February 14.

„This is the beginning of a new phase for Gourmand“, says Edouard Cointreau. „We want to

assume an even more active part in the promotion of cookbooks and will organize more events that give them a special and unique platform.“

If you want to present your publishing company or culinary region, please fill out the request on:

www.cookbookfair.com

On every TV-channel around the world chefs are cooking until the hotplate is steaming. This success is a multinational, multicultural phenomenon. High time to write a book about it. That's what authors Laura Gosalbo (from Spain) and Henri-Pierre Millescamp (from France) have done. The result is named simply „Celebrity chefs“. But the content is anything but simple: On 450 pages you'll find a survey of the culinary history of the cookery show and a glimpse of famous chefs of the past, an introduction to the finest international chefs of the 21st century from 21 countries all over the world. And a chapter about the Swedish chef in the Muppet Show!

Gourmand Magazine:
What was the intention of writing a book about celebrity-chefs?

Laura Gosalbo: „Celebrity chefs appear on every TV channel, they are serious communicators and modern examples of professional and social success. We thought it would be worthwhile to dedicate a book to a discussion of TV Chefs, to examine their philosophy, their ways of working, and the technical problems of their craft. These aggressively marketed celebrities need a variety of skills, of which culinary ability is only one, in order to succeed.“

What is the main aim of celebrity-chefs: enter-



Interview with author Laura Gosalbo („Celebrity Chefs“)

„Cooking shows must never be reduced to mere fun!“

taining or transfer of knowledge?

„Food is a form of virtual and real entertainment, and celebrity chefs are famous, popular, influential, opinion leaders and cookbook best-sellers. They connect with people, and each word they say is heard by thousands, millions of people and that's why chefs have an extra responsibility: They must be aware of good, healthy eating, and bring this to their recipes and to us. We must demand really educational entertainment, not pointless cooking shows

that may even convey misleading information. Learning and teaching can be entertaining too when mixed with the appropriate doses of humour and showmanship. We can have fun, but cooking shows must never be reduced to mere fun.“

When will the TV-chef-boom be over?

„We have two diametrically opposing forces on the food scene right now. On the one hand, people are living life in the fast lane, they have no time to cook and gorge on takeaways.

On the other hand, there is a growing movement for simplicity, quality, nurturing and caring for the earth, sustainability and traceability. It's almost like a global food awakening and clearly, the twenty-first century is in love with cookery. TV is a powerful universal tool but technologies run amazingly fast and for sure, this will make a new turn on the screw. New times are yet to arrive but celebrity chefs will be there.“

Continuance on the next page.

Is there any extraordinary TV-format or are they mostly all the same?

„Private channels as public ones, national, regional or local ones, all have at least one food program everywhere. Cooking sells well and the formula is being widely used in uncountable variations: quick recipes or traditional ones; travel + cooking; markets + cooking; diet, sweet, chocolate, kids or foreign cooking; cooking for singles or divorced, family recipes, cheap cooking, catering for celebrations, competitive show cooking... There are constant attempts to mark out new areas, to produce something entirely new or absolutely essential. TV is a business and the battle of audiences takes place at the kitchen. New formats and scripts are constantly developed.“

Are there any main trends in TV-cooking-shows?

„A new subject coming up is wine. Wine is a part of culture and life-style from many countries, where a glass of wine is considered one of the oldest pleasures. But, during the last decades, many other countries have started producing and appreciating wine and spirits. Though it can be subject to schedule and advertising restrictions for being alcoholic drinks, wine is a new field to explore and show, and it is one of



Co-author Henri-Pierre Millescamps

the innovations that are being included, little by little, in the gridirons of programming.“

What personates the perfect celebrity chef?

„The perfect celebrity chef must be an actor, adventurer and comedian, he/she must play his/her role to perfection, appearing to be spontaneous and natural at all times, and, in addition, he/she must be creative and have that “something extra” with which to make themselves appealing, to seduce and attract a loyal following, namely sex appeal and magnetism. It is very difficult to choose only one, I feel passionate by food and cooking and I appreciate them to be trained creative chefs who prepare dishes but who teach me about

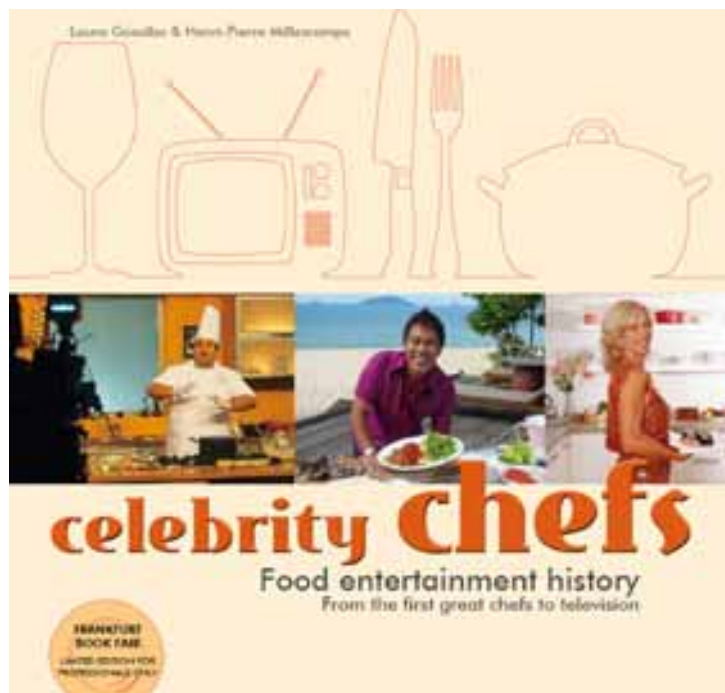
ingredients and cooking techniques too.“

**„celebrity chefs“
Laura Gosalbo &
Henri-Pierre Millescamps
With a foreword by
Edouard Cointreau
Edition Gastronomía activa
ISBN 9781565924796**

www.gastronomiaactiva.com

The swedish chef in the Muppet Show (Extract of the book):

The chef first appeared in The Muppet Show: Sex and Violence in 1975, with Chinese subtitles for his dialogue, and Richard Hunt performing the hands. Nearly all Swedish Chef sketches begin with him in a kitchen, waving some utensils while singing his signature song in a trademark mock Swedish, a semi-comprehensible gibberish which parodies the characteristic vowel sounds of Swedish. After this introduction, the Chef continues to speak gibberish while preparing a particular recipe. His commentary is spiced with the occasional English word to clue the viewer in to what he is attempting. These clues are necessary as he frequently uses unorthodox culinary equipment (firearms, tennis rackets, etc.) to prepare his dishes. The sketch typically degenerates into a slapstick finale, and he often winds up in pitched battle with his ingredients, from Lobster Banditos to a Japanese Cake.





Cookbooks on Television

Cookbooks have their own television program in China. In 2008, 300 cookbooks were reviewed on the show „Taste of Books” , on the China Food Television Network .Six to ten cookbooks or wine books are reviewed every week, in two 15 minutes shows. The program helps sales, authors and publishers. It is a big success. In 2009 it has increased and will present over 1000 cookbooks, wine and tea books, with the strong support of publishers. China is now the leading publisher in the world for new cookbook titles. Some foreign cookbooks are included, chosen from the Gourmand World Cookbook Awards winners. For instance the first show started with Chef Ramzi's cookbook on Lebanon, which has

sold worldwide over 500.000 copies in various languages. Chef Ramzi visited Beijing in April 2007. The „Taste of Books” program was started with the filming of The Gourmand Awards at Olympia in London on April 13, 2008. It was announced then on the stage that Edouard Cointreau, founder of the Gourmand Awards, was named President of Honour of the China Food Television Network. A special on the London Book Fair 2008 was filmed for this „Taste of Books” program. Another special was filmed in October 2008 at the Frankfurt Book Fair, to announce to the

Chinese public that China was the Guest of Honour of Frankfurt 2009. Produced by Gour-

mand Television and Edouard Cointreau, the focus is of course on cookbooks.





Closing date for the next Gourmand Awards is 15 November

The countdown has started...

You have made an extraordinary cook- or winebook? Then you should take part in an extraordinary competition: Every year more than 10.000 cookbooks from more than 100 countries compete in the Gourmand World Cookbook Awards.

In the first step every book competes in their own language, then the winners compete for the „Best in the World“ in more than 40 categories.

„We love cook- and winebooks. And we want to pay tribute to

their authors, photographers, translators and publishers with this competition“, says Gourmand-Vice-President Bo Masser.

Therefore the Gourmand Awards are a worldwide respected honour, winners can be sure that their books get a new „launch“ thanks to the award and sell more books. Bo Masser: „More importantly the winners get international recognition and may obtain international deals and be translated.“

Besides the Award-ceremony Gourmand displays all the winning

books on several bookfairs all around the world, for example on the Frankfurt Bookfair in Germany, the Paris Cookbook Fair in Paris, the London Bookfair in England or the Abu Dhabi International Book Fair. Also every winning book is published in the Gourmand Yearbook that achieved big Recognition in the cookbook-world because it contains of professional articles and trend-analyses by international food- and wine-book-experts.

All food- and winebooks published between november 15 2008 and november 15 2009 can compete. The participation is for free. But the countdown for



Bo Masser

the next Gourmand World Cookbook Awards has started: The deadline is 15 November 2009.

Don't miss it!

If you want to take part in the competition, then fill out the entry form on the next page and sent it together with three copies of your book.



Gourmand World Cookbook Awards 2009

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E-mail: icr@virtualsw.es
www.cookbookfair.com



Entry Form

Gourmand World Cookbook Awards 2009

Title of the book.....
 Date Published.....
 Author (name, address, telephone, fax, e-mail).....

 Co-author (name, address, telephone, fax, e-mail).....

 Illustrations (name, address, telephone, fax, e-mail).....

 Editor (name, address, telephone, fax, e-mail).....

 Publisher (awards contact person, address, telephone, fax, e mail).....

 Comments.....

Awards Rules:

- All books about food or/and wine qualify. There are no entry fees.
- There are 40 categories for cookbooks and 18 for books about wine, spirits and other drink.
- The jury may change books form one category to another.
- You can participate in the awards without visiting the fair
- Books have to be published between November 15, 2008 and November 15, 2009
- Deadline for receiving books is November 15, 2009. Projects, manuscripts, blads are accepted.
- Three copies of each book have to be sent to
Edouard Cointreau, Gourmand, Pintor Rosales 50, 4ºC,28008 Madrid.Spain
- Books first compete within each language category, then for the “Best in the World”.
- Authors and Publishers who enter in the competition for the *Gourmand World Cookbook Awards 2009* agree to participate in the Gourmand Television Program and the yearly Gourmand Awards “World Best Cookbook” if they are asked by Gourmand after winning a “Best in the World” award, subject to separate contract.

I agree to the above

rules:Date:.....Signed:.....

Name Typed or in

Capital:.....

It is a standard work for the cookbook-sector: the Gourmand Yearbook. Released on the date of the Awards-gala it marks the end of a cookbook-year. Besides the nominees for the Gourmand World Cookbook Awards it contains professional articles about the cookbook-market and rising trends by international experts like chefs, publishers, journalists and of course members of Gourmand. The new Yearbook 2009 is out now. A unique view on the market on 170 pages.

"The future is in our children, and the future of cookbook publishing is with children books", Gourmand-President Edouard Cointreau confirms in his market overview. He is sure that this will become a mayor trend. Publishers who have a keen sense for trends will take this opinion as a good advice.

The Yearbook also contains the history of the international acknowledged cooking school Le Cordon bleu, whose president André Cointreau is, the brother of Edouard Cointreau. This articles gives also a perfect overview of the publications by the school. Beginning in the year 1895, when Le Cordon bleu-Founder Marthe Distel released the magazine "La ciu-

sinière cordon bleu" to the year 2009 when a Le Cordon bleu-book was translated for the Chinese market. A marvellous story that reveals the cosmopolitan adjustment of Le Cordon bleu and the successful claim to make french cooking popular all around the world.

Part of a cookbook-year is naturally the Award-Gala itself. "Eating can bring peace" is an article by german food-journalists Kathrin and Olaf Plotke named that covers the 2008-award-show in London. They have a critical view on

what germans know about international celebrity-chefs: "The big international celebrity chefs are here: chef Ramzi (Lebanon), Monika Ahlberg (Sweden), chef Wan (Malaysia), Annabel Langbein, Julie Biuso (both from New Zealand) and Art Smith (USA) – all world stars of cuisine, all TV chefs with millions of books sold worldwide. And mostly unknown in Germany. We know Jamie Oliver and Paul Bocuse, but none of the other foreign stars of cuisine. Perhaps we simply have enough cuisine perso-

nalities of our own." For lovers of the orange-liqueur Cointreau the history of this drink will be a real pleasure. It is a perfect view in the genesis of a worldwide famous drink, written by an insider: Edouard Cointreau. The Yearbook cost 25 Euro (plus shipping costs). To order it contact the Gourmand head office:

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Fax: +34-91- 541 68 21
E-Mail icr@virtualsw.es



News from the Gourmand family

In September **Tom Stevenson** won the Louis Roederer Award as „Champagne writer of the year“ in London. In 2006 his „Wine Report“ was taken into Gourmand's Hall of fame. Tom Stevenson is perhaps the leading authority on champagne in the world. He has written 14 books, won more than 20 awards, at least 13 just for his works about champagne.



Chef Wan is invited to appear on the Ophra Winfrey Show in

the USA. He will be the first Malaysian to be invited to the show. He was asked by show-producer Erin Reid after he received the Gourmand World Cookbook Award as „Best TV Celebrity Chef Cookbook“ in Paris this year, reported the New Straits Times. Chef Wan is one of the most successful chefs in the world. He has hosted more than 6,000 TV-shows and published several cookbooks. He became

popular in the USA after his appearance in the Anthony Bourdain-TV-show „No reservations“.

Turkey's popular chef **Sahrap Soysal** is the host of the new TV-show „1001 recipes“ on Fox. Her main target is to show „how to make time for cooking“, reported Turkish Daily News. For the former chemist Soysal explaining cooking on TV is a technical subject in first line: „It is similar to explaining a scientific formula“, she said. Sahrap Soysal won several Gourmand Awards, in 2004 she was honoured with the Gourmand Award for the „Best Local Cookery Book in the World“.

The new book by Swedish cook-book-author **Monika**



Ahlberg will come out on 14 October: „Monikas jul“ (Trans.: „Monikas Christmas“). It will contain 180 easy recipes especially for Swedish Christmas-time. Astonishing: You'll find

also recipes for what to cook with the rests of the big Christmas-dinner. She was awarded „Best TV Celebrity Cookbook“ in 2007.

Swedish celebrity-chef **Tina Nordström** hosts a new TV-show called „Tinas cookalong“ on Swedish TV4. The show is based on „Cook Along“ by British chef Gordon Ramsay. He appeared during the premier of the Swedish show and was impressed of Nordström. „I couldn't think of anyone better. She is sexy, good looking and very cool with her cooking“, Ramsay said after the show. Tina Nordström is perhaps the most popular TV-chef in Sweden. She has hosted 6 TV-shows and published 5 cookbooks. She was honoured „Best Television Celebrity Cookbook in the World“ by Gourmand in 2003.

Finnish celebrity-chef **Sara La Fountain** is currently working on



her second cookbook. The yet still untitled book should combine recipes with Sara's art of beautiful table setting. Before work started for her new book she was involved in the international TV-production „Perfect Day“ with three other Nordic chefs: Andreas Viestad, Claus Meyer and Tina Nordström. The best recipes of that TV-show became also a cookbook with the title „Perfect Day“. Sara La Fountain won the Gourmand World Cookbook Award for „A la Sara“ as „Best first cookbook in the world“ in 2005.

Two cook-books by **Annabel Langbein** from New Zealand



were translated into German and published by Gerstenberg this year: „Eat fresh“ and „Assemble“ (German title: „Easy cooking“), which was awarded „Best in the World for Easy Recipes“ in 2005.

You want your news to be published here? Send it to: olaf@tellergerichte.de



Gourmet Gallery at Frankfurt Bookfair, 14-18 October

Delicacies from all over the world

La dolce vita in Frankfurt: For the first time ever, the Frankfurt Book Fair (14 to 18 October) will present the Gourmet Gallery (Hall 5.0 B 979) — an area devoted to the theme of savouring good food and drink. With more than 40 exhibitors from ten countries on more than 400 square metres of space, gourmet and cookbook publishers will feature the latest trends in all things related to enjoying the finer things in life. Sommeliers, chocolatiers and other providers of culinary delicacies will also be in attendance. A fully fitted show kitchen will serve as the event venue. Here visitors can take a peek

under the pot lid by watching the cooking shows of those who are the masters of their disciplines — from Malaysia (Chef Wan), Argentina (Chakall) or Norway (Geir Skeie), among other places. Star chefs like Sarah Wiener and Horst Lichter allow the public to share in their knowledge of dining and cooking. From discussions about slow food and criteria for wine appraisals, from conversations about molecular gastronomy and eating a healthy diet on a limited budget, right up to cooking with kids — epicureans big and small are sure to get their money's worth in the Gourmet Gallery.

In addition, the "Gourmand World Cookbook Awards" will showcase the winning titles of the renowned cookbook competition exclusively at the Frankfurt Book Fair.

Quiet nights at home, cooking, connoisseurship — "living the good life" — is in. Cooking is celebrated as a social event and cooking shows have never been so popular. The growing importance of having good things to eat and drink is also reflected in the world of books and publishing. With a market share of 21 per cent, titles on food and drink lead the field in German how-to publications. According

to a study, around 8,248 titles on these subjects were published in Germany in 2007. And according to the trade magazine The Bookseller, the food & drink category in Britain was worth 78.5 million pounds in 2008. Digital and cross-media initiatives are on the rise, and publishers are expanding their online presence in the process. Booksellers are discovering gourmet products like luxury chocolate, tea and coffee specialities or wine, as an additional source of revenue.

More informations about the Frankfurt Book Fair:
www.book-fair.com

Frankfurt Book Fair Schedule

At the Frankfurt Book Fair Gourmand (14 to 18 October) will present cookbooks from all over the world on 160 square metres. Members will inform about the organization and of course the World Cookbook Awards, many popular chefs and authors will be present at the stand. There will be also a huge screen, where visitors can watch shows of China Food Television (see also page 10).

On every day of the

fair visitors can become winner of an exclusive bottle of wine or cognac. All they have to do is drop in their business card in a special box at the Gourmand stand. At 17 o'clock sharp all participants will take part in the tombola. The winner gets a bottle Chateau Lafite-Rothschild 1953. "One of the two best Lafite vintages of the century", says Edouard Cointreau.

On Saturday, Octo-

ber 17, there will be another raffle presented by China Food Television reserved for Chinese guests of honour only. The prize is a bottle of Cognac Frapin 1888!

A very special prize: This Cognac is made from the family most precious reserves. Only 1888 bottles exist, sold at 4.400 euros in France! It won a Gold Medal at the Paris World Expo of 1889.

The raffle will start 17 o'clock sharp. To participate chinese guests should just drop their business card in the special draw box.

In honour of Food and Wine publishers, authors and media Gourmand will accomplish the Annual



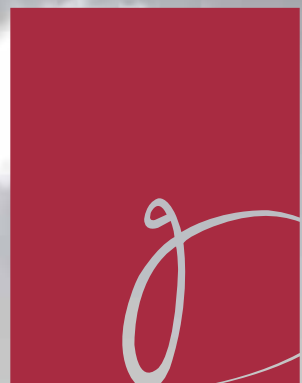
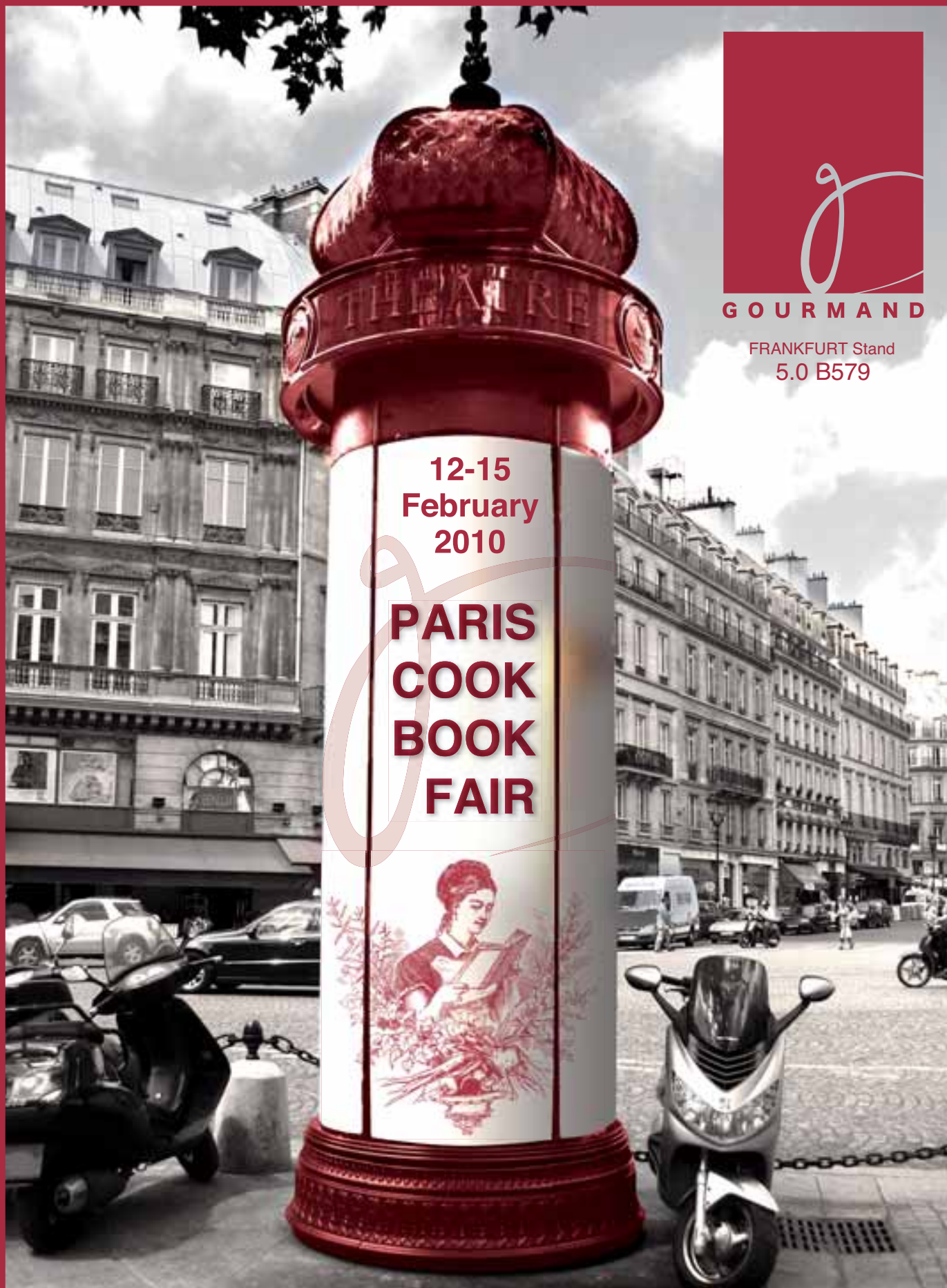
Chinese guests can win a bottle of Cognac Frapin 1888.

Meeting with cocktail party and buffet at the Casino of Villa Bonn (Siesmayerstr. 12, 60323 Frankfurt) on October 15. Start is on 6pm. The Annual Meeting is reserved for invitees only.

More informations:
www.cookbookfair.com



Every day Gourmand raffles a bottle of Chateau Lafite-Rothschild 1953. „One of the two best Lafite vintages of the century“, says Edouard Cointreau



GOURMAND

FRANKFURT Stand
5.0 B579

**12-15
February
2010**

**PARIS
COOK
BOOK
FAIR**

