



# GOURMAND MAGAZINE

The International Cookbook Revue

Issue 37 / May 2013

Beijing International Culinary Culture

**BICC**  
**2014**

**The Culinary Elite  
in Beijing**

- The Beijing Cookbook Fair
- The Beijing International Chefs Competition - The Yi Yin Trophy



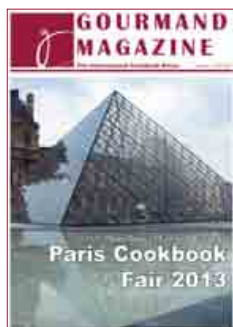
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# Trends, Books and Rising Stars

Every month Gourmand Magazine highlights new books, trends and rising stars or famous celebrity chefs of the international wine and cookbook scene.

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(PAGE 9), MATTHIAS BAUR (PAGE 8) AND WINE GLASS CHAIRS (PAGE 12) BY CITÉ DES CIVILISATIONS DU VIN

PINTOR ROSALES 50, 4°C MADRID, 28008, SPAIN  
[WWW.COOKBOOKFAIR.COM](http://WWW.COOKBOOKFAIR.COM)

**PUBLISHER:**

EDOUARD COINTREAU

**EDITOR-IN-CHIEF:**

OLAF PLOTKE (V.I.S.D.P.)

**PHOTOS:**

OLAF PLOTKE, TIBOR BÁRÁNY

**ADDRESS OF MEDIA OWNER AND PUBLISHER:**

GOURMAND INTERNATIONAL  
INVERSIONES RABELAIS, SL

**EDITORIAL OFFICE:**

GOURMAND MAGAZINE  
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LOHBERG 37  
47589 UEDERM, GERMANY

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TV legend Geoffrey Drummond on culinary web series  
**“YouTube is the New  
 Trial-Ground for TV Shows”**

Geoffrey Drummond (r.) with Cyril Rouquet, finalist Master Chef, under Paris Cookbook Fair 2013.

It seems that YouTube is the new trial-ground for TV. Food shows that are successful on the internet may be picked up as TV shows, “Laurain in the kitchen” for example.

It is a very homy show with Laurain, a woman originally born in Italy and moved to the US as a child. She worked in her father’s pizzeria, learned how to make pizza and to cook Italian food. Her later husband fell in love with her while going to the pizzeria. He wanted to put her on television. He has never done television before – he is an engineer. They build up a studio in the lower floor of their house. They have three cameras and he operates all the cameras and edits the show.

The show has become enormously popular: They

have 16 million views on the show on YouTube.

The money made through advertising on YouTube is well over 250.000 dollars a year. Now “Laurain in the kitchen” will become a real TV-show.

It is much simpler today to produce a high quality show for the internet. You can do it with spending less than 25,000 dollars including all the equipment. What you can’t buy is a personality. And this is what you need: a real interesting personality, as Julia Child was for example.

If you have a show on the web, the hardest thing to do is to build up your audience - because there are so many web-shows now. The challenge is how to get people to know about your show? And once they

know it – how do you get them to watch it? And once they watch – how do you get them to watch it again? In the end the secret is to get them to connect and tell other people to watch it, because that is the way the show will grow. You need to get people to

twitter about it, tell their friends on facebook and the other social medias. Then they will come back and watch the show any time, any place and they can watch it on the big screen, on their computer or their mobile phone and watching means money.

### Geoffrey Drummond

**Geoffrey Drummond (USA) is a legend in directing and producing culinary TV series. He worked with Julia Child, James Beard, Jacques Pépin and Michelin 3-star chef Eric Ripert. He has won 9 Emmy Awards, 7 James Beard Awards, seven**

**gold medals from TV associations and a WFWF-TV award at Carrousel du Louvre in Paris this year.**

**The article published here is an excerpt of a conference under WFWF-TV Festival during Paris Cookbook Fair this year.**



The web-TV channel by Jean-Jérôme Carre

# Become a Wine

# Expert by Watching Obiwine

Jean Jérôme Carre is the founder of Obiwine, the only web television in France dedicated to wine, and probably Europe. It broadcasts high quality content about wine on the internet, on mobile and digital tablets, with. It is also available on Lefigaro.fr, with the leading daily newspaper in France. Jean Jérôme Carre, 43 years old, has an MBA from HEC, the top business school in France. His passion for wine started very young. He decided to build Obiwine after working as a consultant for the official report on the overhaul of the AOC system for wines, for Office National Interprofessionnel des Vins, which was later implemented.

Jean Jérôme Carre saw the need in France and elsewhere to build an internet television channel, about wine and culinary tourism, both for amateurs and new consumers, who need to better their wine culture, with entertainment and information. Obiwine market studies with Opinion Way show that even in France 68% of the consumers polled cannot identify the origin of a wine. This is quite interesting in the country of terroirs. So it is not surprising if 76% of this French audience are incapable of identifying the aromas and the tastes that are specific to Cabernet Sauvignon, Pinot Noir or Merlot. The company is a start

up, backed by wine leaders such as Alain-Dominique Perrin now retired from Cartier or Bernard Magrez, the wine partner of Gerard Depardieu, as well as french "business angels" investors. The star of the channel has become Jean Jérôme Carre himself, who is the host in front of the caméra, visiting the vineyards with his motorcycle, and interviewing the owners and winemakers. For instance, for his documentary series "A Glass of Terroir", he visited 34 wine estates, discovering champagne with Pierre Emmanuel Taittinger, or discussing with Bernard Magrez differences between right and left banks

wines in Bordeaux. Obiwine is now going international, filming in Hungary or even China. It is present at major wine events. It was the exclusive television media for the February 2013 Grand Jury Européen, with Smith-Haut-Lafitte first of all Bordeaux in a blind tasting. Jean Jérôme Carre was of course present at Paris Cookbook Fair 2013. He also received the award for "Best Wine Television in the World 2013" at the WFWF-TV Festival of Food and Wine Television.

Please visit the Obiwine website and watch the episodes of "Un Verre de Terroir" online:  
[www.obiwine.com](http://www.obiwine.com)



The story of Tibor Bárány, our official photographer  
 “My Gourmand Life”

Tibor Bárány (l.) arranging a picture with Paul Jambers at the Gourmand Gala in Paris.

Born in Transylvania (Romania), I was 23 years when I flew the iron curtain. My past and roots were stolen and rewritten by the Romanian communism. I started again from zero. No past! No experience! No money! No contacts! No future? But I had my faith, I had my body, I had humor and I had my mettle.

It's a long story, but after many years of being a cosmopolitan figure, I realized what's the meaning of life! I learned from my own perspective, about what's prosperity, joy, success.

I have an MBA in marketing from the IHM business school in Stockholm. 2006 was a very fortunate year in my life. In March I was one of the 150 journalist (from 60 countries), chosen to participate at

the Malaysia International Media Hunt, starting from Kuala Lumpur.

And in April an accidental meeting changed my life. I met Edouard Cointreau on the Air France flight AF 2063 from Stockholm to Paris. We were just sitting near each other. He was reading a book, about “The Bubbles of the American Supremacy” written by George Soros. Ten minutes before landing after a one and a half hour-flight the 200 pages were read and I dared to ask my fellow traveller if I might check his book. After a couple of minutes we changed business cards. His last words where, before landing: “My company will contact you.”

This was my very first meeting with Edouard Cointreau and I was not really thinking something

might develop from this. After one week I got an e-mail from Pilar in Madrid. The e-mail contained more than 10 attachments. I opened it and read: “Mr. Cointreau invites you as a V.I.P guest to the annual Gourmand Awards held at the Palace of the Golden Horses in Kuala Lumpur.”

I was also invited to the garden-party of the prime minister of Malaysia, Dato' Abdullah bin Haji Ahmad Badawi.

I still don't understand how could he choose me...only after 10 minutes talk? And even today after years of working with Mr. Cointreau I still wonder. Wether in Kuala Lumpur, Frankfurt or Paris – you find me on nearly every Gourmand event. You will never forget me, if we met once. For those of you

who visit future Gourmand events – look out for a tall man with a headband and and a camera in his hand. I am always trying to immortalize an unique moment. My work may appear unusual to you, but it is all for the sake of a good photo.

I'm proud being the official Gourmand photographer. If you have been awarded on stage in Paris for example and want a picture of this unforgettable moment, contact me. My last experience at Carrousel de Louvre in Paris. I hope you can appreciate the website I made:

[www.tiborfoto.com/GOURMAND2013PARIS/LOUVRE/](http://www.tiborfoto.com/GOURMAND2013PARIS/LOUVRE/)

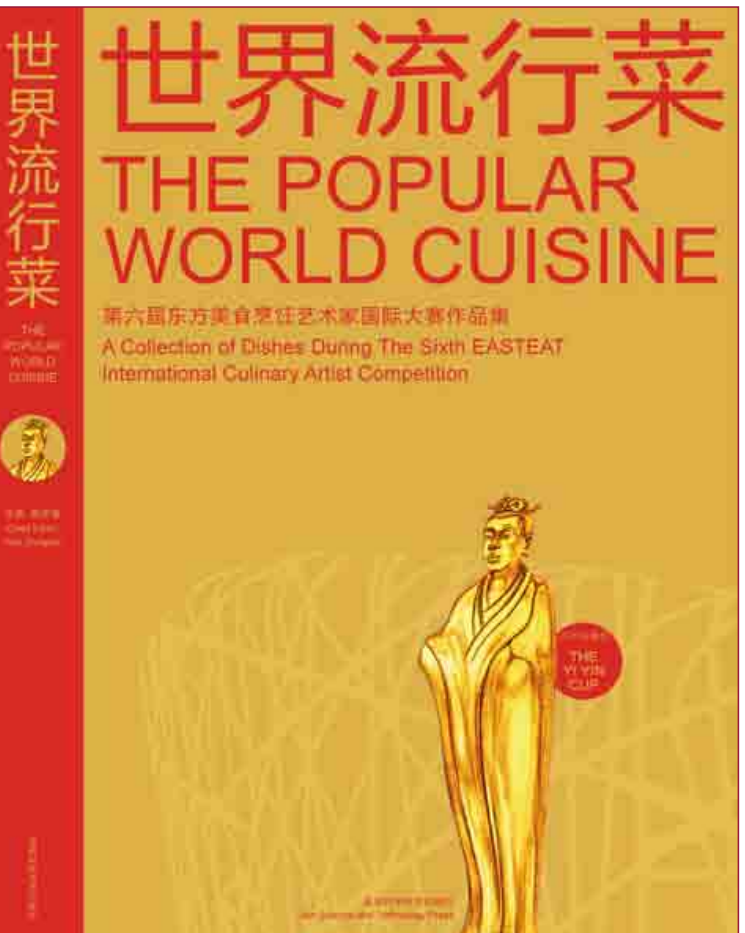
If you are interested in some of the picutres, please contact me directly: [tibor@pixtravel.net](mailto:tibor@pixtravel.net)

## Beijing International Cuisine Culture

# This is Going to be BICC 2014

BICC 2014 will be at least twice as big as BICC 2012, which was a huge success. On June 8-21, 2012, there were 15 kitchens, 6.300 m<sup>2</sup>, 60.200 professional visitors, 35 countries, 300 chefs competing, 50 chefs demonstrating. In 2014, the event will be much larger: "Beijing Cookbook Fair" will be added for the first time. "Paris Cookbook Fair" is 65% Europe, with a minority from France, 35% rest of the world. "Beijing Cookbook Fair" is expected to be 65% Asia, with a majority from China, 35% rest of the World. „Beijing Cookbook Fair“ will fill at least 5,500 m<sup>2</sup>, with chinese and foreign publishers, conferences, presentations of books and food television shows. The objective is to build a bridge with cookbooks, wine books, food television and films between Asia and the rest of the world for the benefit of food culture. Besides 100 stands for the publishing trade, including the new

digital technologies and multimedia, there will be another 200 stands at BICC 2014, a total of 300, while there were about 100 at BICC 2012. The exhibitors will include top food and beverage products, as well as the best services for the hospitality trade. There will be over 50 countries, and over 100.000 trade visitors are expected. It will be the perfect opportunity to reach the best in China, Asia, and the rest of the world. The event is organized by the East Eat group for China, and Gourmand for the rest of the world, with both Liu Guangwei and Edouard Cointreau as co-Chairman East Eat has released in April 2013 a high quality 360 pages cookbook in English and Chinese with 130 recipes from participating chefs at BICC 2012. "The Popular World Cuisine" is available in bookstores in China, in the restaurants of the participating Chinese



chefs as well as at East Eat website. It is published by Jilin Science and Technology Press, ISBN 978-7-5384-6479-5, Price: 220 RMB, hard cover or soft cover. It will be available for 50 euros, shipment included, starting June 25, from the Gourmand Madrid office. New English, German, French co-editions are now being organized with international publishers.

For more information about BICC 2012, please see Gourmand

Magazine 24 July 2012, free download:

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

For more information about BICC 2014 and Beijing Cookbook Fair, write to [edouard@gourmandbooks.com](mailto:edouard@gourmandbooks.com)





## Healthy restaurants build a huge industry in China

# Naked Food Empire

Chef Wang Gang welcomes the Western guests at his restaurant Meizhou Dongpo after BICC 2012.

Twelve chains of restaurants dominated the Awards for Chinese Chefs groups competition at BICC 2012 in the Olympic Park. They have 100 to 200 employees per restaurant, with support from their own food processing corporations, which have up to five times more employees. For instance Chongqing Taoranju has 20.000 employees in its 93 restaurants, with sales per guest 150/200 RMB, up to 25 euros, with another 100.000 workers in its food processing plants. In total these 12 chains have 331 restaurants. Most of these restaurants are huge by western standards, with hundreds of seats. The cash-flow is amazing. Investments in new restaurants are amortized within one year if they are a success, against five years in the West. The financial strength and culinary expertise of these Chinese giants have very few rivals

in the West. They are considerably better than the Chinese restaurants outside China. They would all be considered luxury restaurants in the West.

### Lower End:

#### **Awu Delicious Food**

(40 Restaurants; 60 RMB/ Guest, app. 10 \$)

#### **Meizhou Dongpo**

(60 rest.; 80 RMB, app. 13 \$)

#### **Xuji Seafood**

(10 rest.; 110 RMB, app. 18 \$)

#### **Chongqing Taoranju**

(93 rest.; 150 RMB, app. 25 \$)

### Middle:

#### **Beijing Hua**

(8 rest.; 200 RMB, app. 32 \$)

#### **Shanghai Min**

(60 rest.; 260 RMB, app. 42\$)

#### **Rong Yu Seafood**

(11 rest.; 300 RMB app. 49 \$)

### High:

#### **Beijing Shun Fung**

(20 rest.; 500 RMB, app. 82 \$)

#### **Hubei Baoding Huiguan**

(10 rest.; 500 RMB, app. 82 \$)

#### **Nanjing Zhenzhiwei**

(6 rest.; 500 RMB, 82 \$)

#### **Shenyang Kuaidao**

(8 rest.; 500 RMB, app. 82 \$)

#### **Da Dong**

(5 rest.; 500 RMB, app. 82 \$)

Currently, the high level is suffering a decrease in sales. It was -30% immediately after the strong anti-luxury announcements against spending for Government officials five months ago. It is continually improving a few months later, now at -20%. New rules have been found and established for officials, for instance with only four dishes, and they are now comfortable. Private consumption is expanding quicker than expected at the top level.

The middle level and low end continue their double digit annual growth rate. The integrated food processing plants are a must to be sure of the quality of the food. All these restaurants claim not to use chemical additives, no MSG, etc. They make this very

prominent and public. In Chinese it is called "Naked Foods", without chemicals. It has become very important for the public. In China, health is the most important criteria for food, much more than taste or appearance.

The differences in quality of the food at these restaurants is not at all obvious for foreigners. For instance during BICC 2012, the foreigners group ate at five of these restaurants. The favorites were Da Dong for creativity and style, and Meizhou Dongpo Sichuan cuisine, winner of the one Gold Medal in the Chinese chef Group Competition. However all restaurants were really impressive, even amazing, and very different.

The 12 chains each have 8 pages with their recipes in the BICC 2012 book, in English and Chinese, 360 pages, ISBN 978-7-5384-6479-5 (Jilin Science and Technology Press, 2013)

The World Gourmet Society

# A Network of Food Enthusiasts

The story of the “World Gourmet Society\* begins in a hotel in Beijing. Matthias Baur is a world business traveler as many of us and tired of eating in brilliant hotel restaurants. He asks a Chinese friend about an extraordinary place to eat. And this friend brings him to a Japanese restaurant in a quarter of the town no tourist will ever find. “And so the idea was born to create a gourmet club where likeminded

food enthusiasts from all around the world could discover emerging food trends, share hidden restaurant gems, and support new culinary ideas – the World Gourmet Society. Unlike other networks we don’t just want lots of members. It is more important to have the right members – truly food lovers”, says organizer Matthias Baur.

He creates a website and offers membership to real food enthusiasts to build up a network of food experts including food writers, chefs, restaurant owners and food managers, as well as young and active gourmets with new and exciting

ideas.

“The aim of the World Gourmet Society is not business, but an exchange of knowledge about everything related to food.”

When you join the World Gourmet Society you can create a personalized Gourmet Profile detailing your culinary expertise and can contact and exchange ideas with likeminded food lovers from all around the world.

Matthias Baur: “I have put in a great deal of effort to develop a Gourmet Profile page that allows members to describe their enthusiasm for food in as much detail as they want. Members will also receive Gourmet reports featuring food trends from smaller and bigger countries, gathering

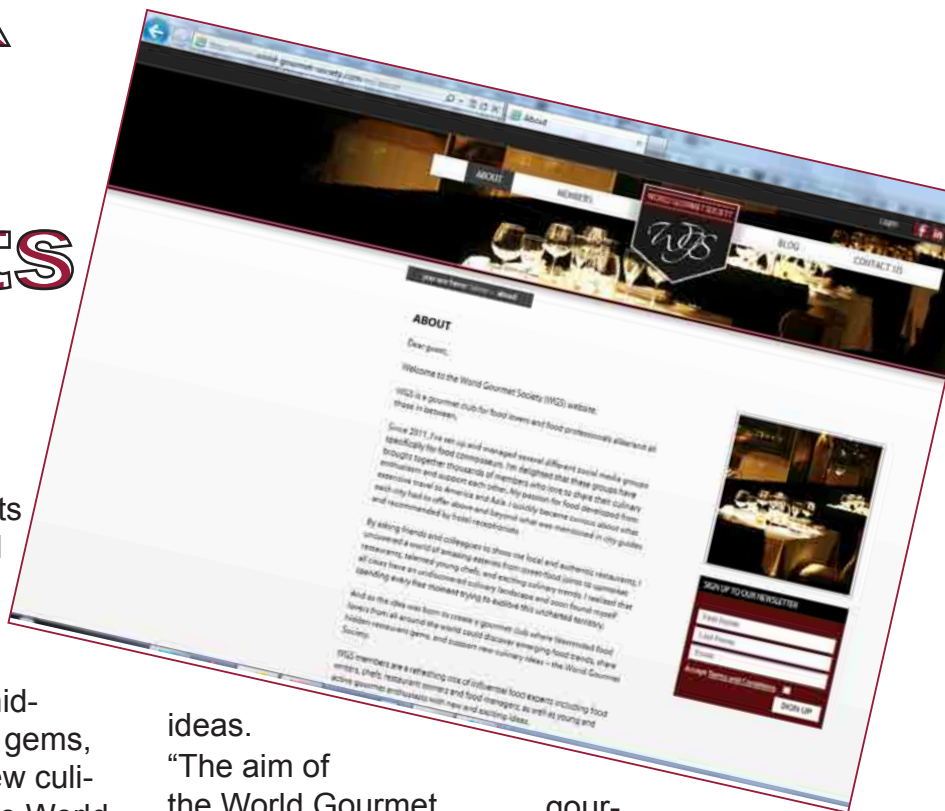
gourmet knowledge from all around the world. They are invited to create a list of „extraordinary restaurants“ with us.

The vision for the future is that the World Gourmet Society will become a platform to support new culinary ideas and talented young chefs by recognizing and commenting on their skills.

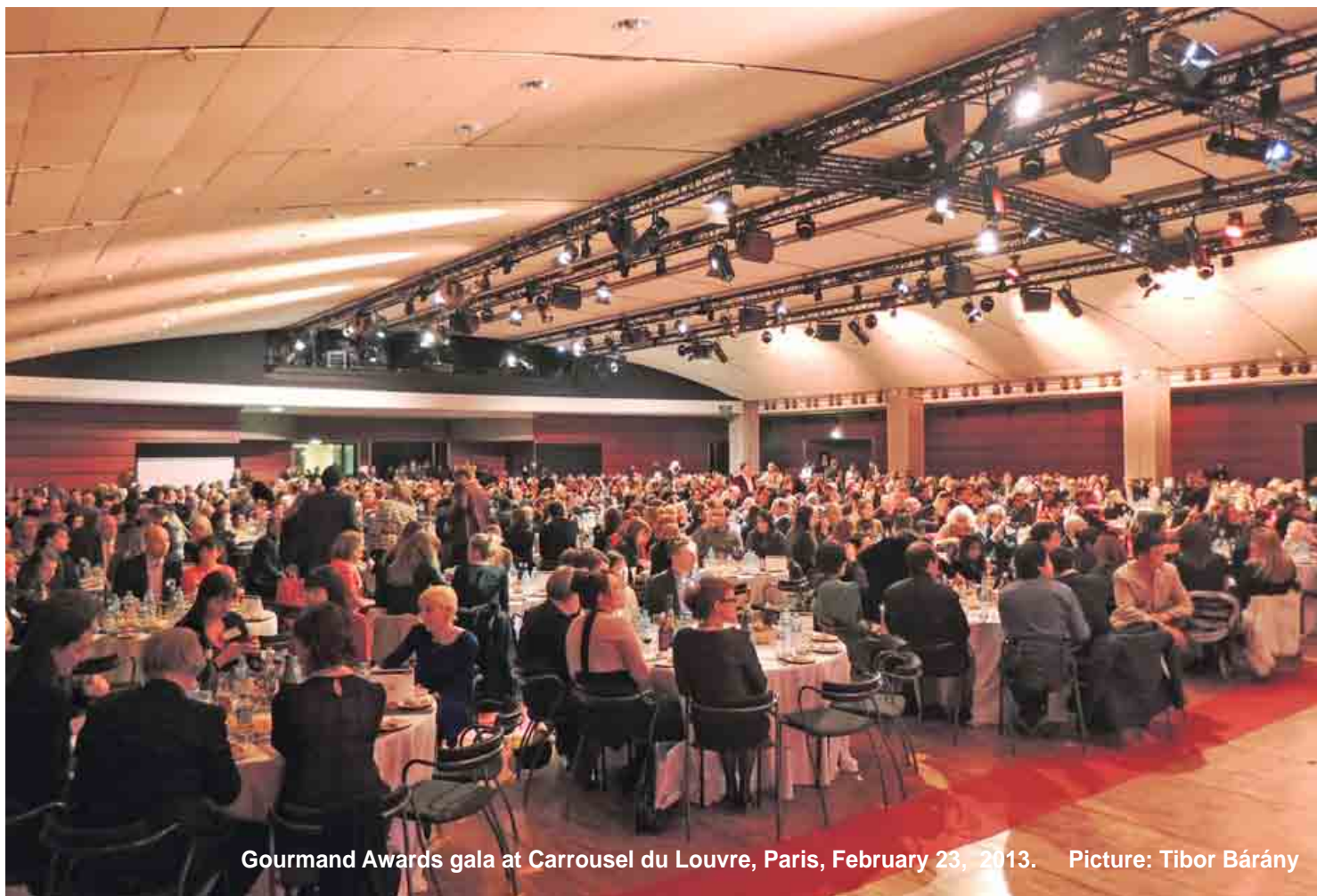
**Curious?**

**Visit the society’s website and apply to become a member. The membership is for free:**

<http://world-gourmet-society.com>







Gourmand Awards gala at Carrousel du Louvre, Paris, February 23, 2013. Picture: Tibor Bárány

## Increase in Quantity and Quality

# The Next Gourmand World Cookbook Awards

The books we receive for the next Gourmand Awards show a clear increase in quantity, and even more in quality.

We now have 116 participating countries, after six months. Last year we ended with 177 countries. We strongly recommend new books to be sent as they are published, to avoid the rush of the deadline of November 15, or even worse, to forget, and

send too late. There might be also minor problems with the post office or courier service, that can be solved easier if there is time.

The wine and cookbooks from the past year are sometimes at a disadvantage for visibility and gift sales at the end of the year. So this year there will be six steps for the Gourmand Awards (see our schedule).

## Gourmand Schedule

### November 15, 2012:

Entries start

### May 15, 2013:

Top 250 books from 80 countries, recommended list for the first six months

### November 15, 2013:

Final deadline for entries.

### December 15, 2013:

Announcement of the winners by countries in the national competitions.

### January 31, 2014:

The shortlist, only 5 books per category from different countries.

### March 8, 2014:

The Best in the World

**We plan to have awards events both at Paris Cookbook Fair in March 2014, and at Beijing Cookbook Fair, in June 2014.**

# GOURMAND WORLD COOKBOOK AWARDS 2013

## The Rules



- All books about food or/and wine qualify. There are no entry fees.
- There are 43 categories for cookbooks and 17 for books about wine, and drinks.
- The jury may change books from one category to another.
- You can participate in the awards without visiting the Paris Cookbook Fair.
- Books have to be published between November 15, 2012 and November 15, 2013.
- Deadline for receiving books is **November 15, 2013**.
- Projects, manuscripts, are accepted.
- Three copies of each book have to be sent to:  
**Edouard Cointreau,  
Gourmand,  
Marqués de Urquijo, 6-8 Bajo A.  
28008 Madrid  
Spain**
- Books first compete within each country, then for the “Best in the World”, if qualified by winning in their country.
- Authors and Publishers who enter in the competition for the Gourmand World Cookbook Awards 2013 agree to participate in the Gourmand Cookbook Collection, with 1 to 3 recipes, their photo and text if they are asked by Gourmand after winning a “Best in the World” award, subject to separate contract.

# GOURMAND WORLD COOKBOOK AWARDS 2013

## Entry Form



**Title of the book:**.....

**ISBN:**..... **Publ. date (MM/YY):** ..... **Pages:** ..... **Price:** .....

**Author (Name, Address, e-mail):** .....

.....

**Co-Author (Name, Address, e-mail):** .....

.....

**Photographer / Illustrator (Name, Address, e-mail):** .....

.....

**Editor (Name, Address, e-mail):** .....

.....

**Publisher (Name, Address, e-mail):**.....

.....

**I agree to the rules of the Gourmand World Cookbook Awards on the previous page:**

**Date:** ..... **Signature:** .....

**Name Type in Capital:** .....

**Send the entry form now to: [icr@virtualsw.es](mailto:icr@virtualsw.es) or via Fax: + 34915598922**

# News from the Gourmand Family



many and Singapore each have one. The list is well balanced, and a great resource. It seems quite independent, and professional and free from lobbies. For instance "Le Carré des Feuillants" of **Alain Ducornier** (picture below) is included. The printed book will be available from Chronicle in the US on October 1, 2013.



One of the objectives of **Paris Cookbook Fair 2011** was clearly stated on page 3 of the French program distributed at the fair, to double the number of translations within two or three years. Is it working? The April 5, 2013 issue of *Livres-Hebdo* reports that translations in the culinary books sector in France have increased from 4.2% in 2011 to 6.9% in 2012.

**"Bordeaux Cité des Civilisations du Vin"** (The City of Wine Culture Bordeaux) will begin construction on June 19. It will open in 2016, creating 400 permanent new jobs and generate 50 million Euros business a year. See the planned stunning building at their stand at Vinexpo, which will have the most outstanding chairs designed as wine glasses by a young Spanish designer (see picture).

Glam Media has now released **"The Foodie Top 100 Restaurants Worldwide"**. There are restaurants from 13 countries, led by France 29 and Japan 29, the US 20, the UK and Italy 4, with 3 for China, India and Spain. Australia, Austria, Denmark, Ger-

**Coca Cola, Pepsi and Red Bull** will compete this year in the Gourmand Awards, with books from Austria, Paraguay and the Philippines:

- "Die Red Bull-Story", Wolfgang Fürweger (Austria)
- "Coca Cola, Desde Atlanta al Paraguay", Martin Alberto Nogues Pompa (Paraguay)
- "The Pepsi Challenge", Dr. Isagani Cruz, Janet Villa (Philippines)

The Gourmand Awards Best Wine Book of the Year 2011, **"Les Ignorants"** by Davodeau, has now been published in the US in 2013, by NBM: **"The Initiates"**. This comic book may be one of the best ever written to understand wine, it does the same for comic books. A masterpiece.

Chinese-Australian collaboration: The Chinese chef **Jimmy Yang Jimei** (picture below) from TV series "Food on the Silk Road" is the host of

the next Australian Fish series, April 8 to April 20, produced for Benchmark Films by **Paul Sullivan**, who presented the idea of the show first at Paris Cookbook Fair 2013 and WFWF-TV at Carrousel du Louvre.



At the Four Seasons Hotel Pudong in Shanghai, **Le Cordon Bleu** announced its support for MasterChef season II, and the official launch of the Le Cordon Bleu Alumni Association in China. Le Cordon Bleu has also announced the official opening of the Le Cordon Bleu Shanghai Culinary Academy on October 9, 2013.

Send us your news:  
[editor@gourmand-magazine.com](mailto:editor@gourmand-magazine.com)