



# GOURMAND MAGAZINE

The International Cookbook Revue

Issue 8/ February 2011

Paris, Folies Bergère, March 3

## The Biggest Gourmand World Cookbook Awards Ever

**PLUS:**

Lisa Ekus

Julie Biuso

Paris Cookbook Fair

Italy - Guest of Honour in Paris

A Revolution in the World of Wine Bottles

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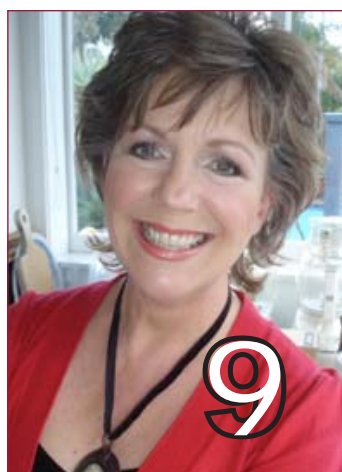


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INTERACTIVE

OLAF PLOTKE  
(COVER-PHOTO: THEATRE DE  
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**EDITORIAL OFFICE:**  
GOURMAND MAGAZINE  
OLAF PLOTKE  
LOHBERG 37  
47589 UEDEM, GERMANY  
EDITOR@GOURMAND-MAGAZINE.COM

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



La Comédie Française, July 1, 2009 / Photo: Denis Nidos

Folies Bergère in Paris, March 3

# The Biggest Gourmand Awards Gala Ever

On March 3 the prestigious Gourmand World Cookbook Awards will take place at the historical Theatre "Les Folies Bergère" in Paris on the first day of the Paris Cookbook Fair.

With over 1,000 confirmed guests from 57 countries, with 23 percent from France, 52 percent from the rest of Europe, and 25 percent from outside Europe.

This is 250 more guests than the previously biggest event, at La Comédie Française on July 1, 2009

Countries coming

for the first time with cookbooks to the Gourmand Awards event are Bhutan, Cameroun, Ghana, Samoa and Trinidad.

The Awards Gala will also be a huge media event with food journalists from all over the globe. Television from eight countries will film the event.

This year 154 countries participate in

the Gourmand World Cookbook Awards. Only the "Best in the World" will be called to the stage, in each of the 53 cookbook



THEATRE DES FOLIES BERGERE - PARIS. Le grand foyer

categories and 23 wine book categories. From the still secret list, we can advance that 37 different

countries will be called to the stage.

After the Gala all the visitors are invited to a party with the winners.

The Ceremony is an important highlight for the whole wine and cookbook scene. The Gourmand World Cookbook Awards were founded by Edouard Cointreau in 1995 with a small group of friends and international publishers. The main target was (and still is) to give respect and honour to those „who cook with words“.

You will find a selected list of the best cookbook of the year for 57 countries according to the Gourmand World Cookbook Awards on our website: [www.gourmand-magazine.com](http://www.gourmand-magazine.com)



The Paris Cookbook Fair, March 3 - 6 at "Le 104"

# Four Days Of Feast in the Culinary Capital

The Paris Cookbook Fair from March 3 - 6 at "Le 104" offers four days of business, networking and fun. The fair is the perfect place wine and cookbook professionals to meet and sell or buy foreign rights. There will be food

entertainment and Master classes at two show kitchens, conferences for four days, a wine bar for tastings paired with wine books presentations, the Wine Pentathlon and cheeses from various countries. The Ministry of Tourism of

Malaysia is launching its Street Food Malaysia international campaign with a complete street of Malaysian food stands at "Le 104".

On the next pages you will find information about the pro-

gramme, the stars and the opportunities the Paris Cookbook Fair offers you as a professional. Meet you in Paris!

For more information please contact  
Gourmand:  
[pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)

## The International Show Kitchen

### Thursday 3

- 11h** Chef Wan (Malaysia)
- 12h** Völundur Völundarson (Iceland)
- 13h** Chef Juanita Umana (Colombia)
- 14h** Virginia Willis (USA)
- 15h** Paul Cunningham (Denmark)
- 16h** Léa Linster (Luxembourg)
- 17h** Carlo Bernasconi (Germany)

### Friday 4

- Bob Blumer (USA/Canada)
- Vefa Alexiadou (Greece)
- Monish Gujral (India)
- Chef Suman Roy (Canada)
- Murielle Rousseau (Germany)
- Sean Connolly (Australia)
- Sara La Fountain (Finland)

### Saturday 5

- Zhang Ren Qing (China)
- Benny The Chef (Italy)
- Julie Biuso (New Zealand)
- Chef Ramzi (Lebanon)
- Richard Hetzler (USA)
- Chakall (Portugal)
- Bob Blumer (USA/Canada)

### Sunday 6

- James McIntosh (United Kingdom)
- Andrés Madrigal (Spain)
- Yesmine Olsson (Iceland)
- FT Bletsas (Greece)
- Sahrap Soysal (Turkey)



Italy - The Guest of Honour at Paris Cookbook Fair

# One Of The Most Popular Cuisines In The World

In most countries, Italian Cuisine in the second favorite after the National Cuisine. And when it comes to the cookbook market, the interest of international publishers for Italy is always growing. At the same time, Italian publishers are between the best in the sector, with high-

quality content, design and vision of the trends. At the Paris Cookbook Fair Italy is the guest of honour and will be represented not only by publishers, but wine producers, food and chefs.

In his new cookbook "The Art of Cooking According to Me" Benedetto D'Epiro called "Benny the Chef" has followed the roots of Italian cuisine back to the Roman times. "The Roman Style is that

uncanny and human way of life. It is reflected in food made with simple ingredients. Love and pasting are the added flavors", he says. "Dishes created from very little are the milestones of Italian cuisine. In a place where the taste is the most important part of a dish, the cuisine didn't follow the fashion and trends but only the authentic flavors."

Continue on the next page.

And these flavors are created by fresh and good products used in not to complicated recipes nearly everyone is able to cook. "We tend to let flavors remain the same, cooking everything less than in France", says Barbara Carbone, managing director at Trenta Editore in Milano. Her current cookbook "Mille e un ... Panettone" ("Thousand and one ... Panettone") has just won a Gourmand World Cookbook Award in the category "Best Single Subject Cookbook".



**Benedetto D'Epiro**

Her personal favourite Italian cookbook is "In.gredienti" by 3-star chef Massimiliano Alajmo, who won the award for Best Cookbook in the world in 2007. "He is a real creative chef", she says. And he proves that Italy is still able to lead in the world of high gastronomy.

And even the French love the cuisine of their neighbors. Last year the Michelin star-chef Michel Troisgros from France won a Gourmand World Cookbook Award for his book "Michel Troisgros et l'Italie" (Glénat). His grandmother was from Italy and while working on the book he remembered the warm and friendly atmosphere of evenings with

the whole family and typical Italian food as Gnocchi. What Troisgros presents in the book is Italian Cuisine in a Modern Style like Alajmo. "We are able to create dishes thinking of what our grandmothers made, but above all adding new life to those recipes and create extraordinary modern dishes", Barbara Carbone describes this new Italian cuisine.

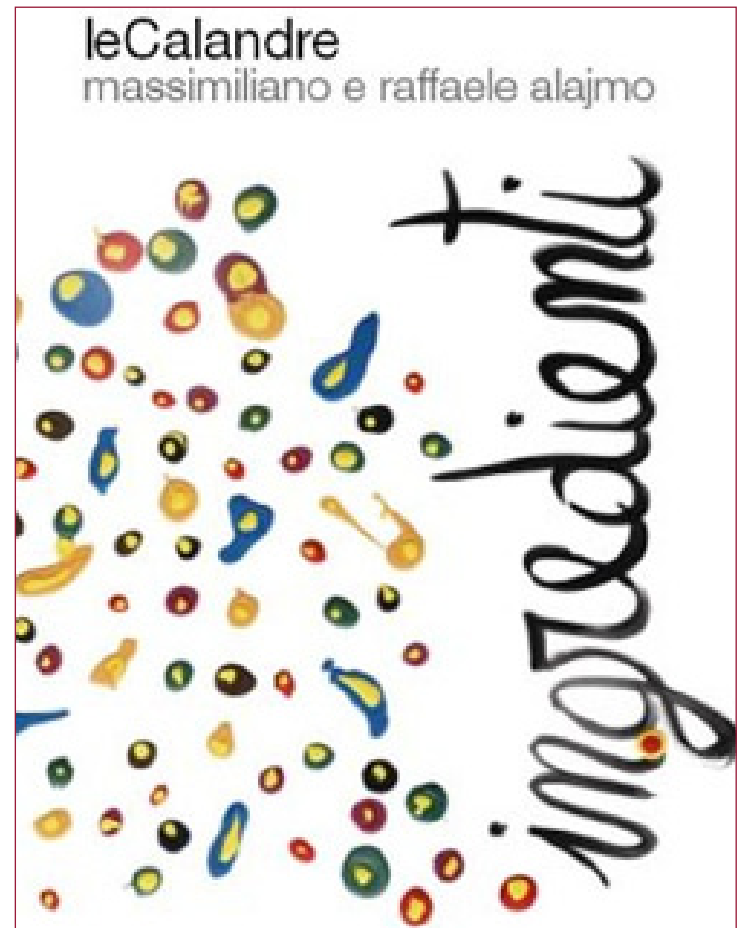
To create a typical Italian dish you need Italian products. The people from this country are very proud of the richness the nature offers them and the agriculture they have developed in hundreds of years. Chef Benedetto D'Epiro will do an



**Barbara Carbone**

Italian cooking show on Saturday, March 5, 12h, at the International Show Kitchen at the Paris Cookbook

Fair. Then he will also speak about the development of the Italian out of the Roman Cuisine.



Meet Lisa Ekus at Paris Cookbook Fair

# This Woman Shows You the Way to the American Market

With more than 250 titles sold, she's probably one of the most successful literary agents in the American culinary scene: Lisa Ekus. At the Paris Cookbook Fair she shows ways into the American markets for authors and publishers. You can meet the Agent and Culinary Media Trainer in two conferences or book an individual advice during the Paris Cookbook Fair.

Don't worry if her name didn't ring a bell. Between her long-time publicity campaigns and agenting, you probably recognize many of her clients over the years: Patricia Wells, famous for her books on Paris and Provence, Craig Claiborne, who was the food critic of the New York Times, Todd English,

Emeril Lagasse, Danny Meyer and Michael Romano, Marc Vetri, all famous, successful chefs and more than a hundred other authors. Her agency has sold more than 250 culinary manuscripts during the last decade. An agent represents the writer, bringing authors and publishers together to create a book. They work on a 15 percent commission.

"A good agent is a combination of business manager, mentor, mother, and mediator.", says Lisa Ekus. A good agent negotiates publishing contracts to reflect the best possible terms and conditions, with respect to advance monies, rights, royalties, options, copyrights, style, format, promotion, publicity, and advertising.



But Lisa's job doesn't start with a concept and doesn't finish with a contract: She and her team provide constructive advice when analyzing prospective works, proposals, and manuscripts, match clients with editors who are looking for specific projects.

Meet Lisa Ekus at the Paris Cookbook Fair in the conferences on Thursday, March 3, from 16h to 17h and

on Friday, March 4, from 17h to 18h ([see the whole conference programme on page 8](#)).

To book an individual advice with Lisa Ekus, please make an inscription at the fair.

To find out more about the work of Lisa Ekus visit her website:

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

# The Conference Program

## Thursday 3

10h  
**Opening**  
Edouard Cointreau

13h  
**Restaurant Business in China**  
Chef Du Guang Bei

14h  
**Global Cookbook Trends**  
Edouard Cointreau

15h  
**Looking for Excellence and a New Subject for a Book**  
Gérard Vive

16h  
**The American Market**  
Lisa Ekus  
Virginia Willis

17h  
**Perspectives for Authors in the Post-Digital-Age**  
Stephen Bateman

## Friday 4

10h  
**The Influence of Angel Muro on Spanish Cooking**  
José Maria Pisa

11h  
**Cooking Online**  
Marmiton.org

12h  
**Unknown Delicacies from Benin, Ghana,**



**Virginia Willis**  
Bhutan, Fiji

14h  
**How to Become Your Own Brand as an Author**  
Bob Blumer

15h  
**Honing Your Edge: Media and Presentation Skills**  
Lisa Ekus  
Virginia Willis



**Emmanuel Jirou Najou**

16h  
**Giftboxes and cookbooks**

17h  
**Apps, Tabs and more: the New Markets**  
Stephen Bateman  
Gregor Einetter  
Emmanuel Jirou Najou

## Saturday 5

10h  
**How to find a publisher?**  
Edouard Cointreau

11h  
**Wine and Health**  
Alain Dutournier  
Dr. Marc Lagrange

12h  
**The Pacific sustainable Food Project**  
Robert Oliver

14h  
**New Trend: Charity Cookbooks**  
Sue van Schrewen  
Jan Longone

15h  
**All About Cognac**  
Gérard Allemandou

16h  
**Cooking Trends**  
Santi Santamaria  
Alain Dutournier  
Enzo Caldarelli

17h  
**Chinese Food and Wine**  
Chef Du Guang Bei,



**Alain Dutournier**

Antonia, Edouard Cointreau, EastEast

## Sunday 6

11h  
**The Rise of Culinary Nationalism**  
Edouard Cointreau  
Jean-Claude Ribaut  
Santi Santamaria  
Enzo Caldarelli

12h  
**Cheese Conference**  
Juliet Harbutt  
Périco Legasse  
Jair Jorge Leandro



**Stephen Bateman**

14h  
**A different view on Gastronomy Journalism**  
Périco Legasse  
Jean Claude Ribaut  
Jörg Zipprick

15h  
**Italy: Renaissance of a Culinary Giant**  
Enzo Caldarelli

16h  
**Building the perfect burger**  
Denise Vivaldo

(subject to alterations)



Julie Biuso is one of New Zealand most popular celebrity chefs. She hosts several TV and radio shows, has worked as a food journalist for all the important magazine in the country, has written 14 cookbooks and won five Gourmand World Cookbook Awards.

Listening to her, you get the impression that she is an ambassador for New Zealand cuisine. The love of the country, its food and its cuisine shines through, when it comes to New Zealand. "Visitors to New Zealand always comment on the freshness of our food", she says. "By that they don't mean just that the lettuce on your plate in a restaurant looks fresh and perky, but that there is a noticeable vibrancy to our cuisine, evident in produce for sale and home cookery as well as restaurant fare.

We are experimental, like magpies, taking things from here and there and playing with them until we get them how we like them, how it suits us." The history of New Zealand cuisine is rather short. Traditional Maori cuisine was largely ignored by the settlers who slavishly followed their English ways until the latter



Celebrity Chef Julie Biuso

## The Ambassador of New Zealand's Cuisine

part of last century. But then chefs started to discover the opportunities the nature of the country offered them.

This was the beginning of a unique cuisine that evolved from an abundance of good meat, the freshness of the seafood, from the brilliant quality of the vegetables.

Julie Biuso: "Most people grow some vegetables at home and many have fruit trees in their gardens too. We are surrounded by gorgeous fresh stuff. It influences us, it invigorates us, it impassions us. We seem to be able to catch that feeling of freshness, naturalness, in the food we cook

and present. Fewer ingredients equates to more flavour on the plate. We bring an unfettered approach to cuisine." That's the reason for the success New Zealand chefs have in top restaurants all around the world, she points out.

Continue on the next page.

With her books Julie brings a taste of this unique fresh cuisine to the rest of the world.

Her book "Sizzle – Sensational Barbecue Food" has been a big success in the anglo-phon world, as well as her latest book "Never Ending Summer" that brings together the freshness of the food with her straight-forward, but ingenious style of cooking, beautiful pictures and

a practical part of cuisine knowledge.

It is Julie´s approach not only to entertain, but to pass her professional knowledge to her readers. No wonder - she has worked as a teacher at Le Cordon Bleu in London and ran her own cookery school in New Zealand for several years.

Find out more on Julie Biuso on her website: [www.juliebioso.com](http://www.juliebioso.com)

To watch the video, click on the picture!



## info

The Paris Cook-book Fair is a good opportunity for publishers and authors to sell foreign rights. In fact the Foreign Rights Center is the heart of the fair. As in the last year publishers will be coming all

day, hoping to find a book that will surprise their home market. Julie Biuso has already sold the foreign rights of her book „Never ending summer“ to publishers in Poland (Grüner & Jahr),

the Netherlands (Veltman Uitgevers) and Germany (Neuer Umschau Verlag).

She will take the chance to present her books to publishers from other countries, for exa-

mple from China, Russia, the USA and many more.

For more information on and access to the Foreign Rights Center please contact Gourmand:

[pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)





**“The Martin Berasategui System” to be discovered in Paris**  
**A Revolution in the**  
**World of Wine Bottles**

Discover a real revolution in the world of wine bottles at the Paris Cookbook Fair: The revolutionnary bottle “Martin Berasategui System” has won the Packaging Oscar for Drinks, the French “Oscar de l’Emballage” 2010.

The bottle acts as a natural decanter thanks to the innovating structure of its internal architecture. The deposits and impurities are retained at the bottom of the bottle by a slow process in storage (watch the picture besides). This is a

key invention for the new organic natural wines, and the better wines that need aging.

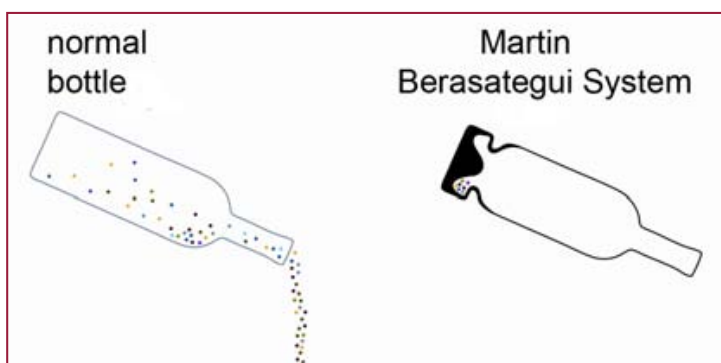
The promoter of the bottle is Flavio Morganti, from Spain. He asked Gourmand president Edouard Cointreau to help him launch the bottle three years ago when

he won the “Best in the World Award” for his book “Vacas” at the Gourmand World Cookbook Awards in London.

The bottle was endorsed, and named after the Three Star Michelin Chef Martin Berasategui. Beyond its technical advantages, the

bottle gives a unique image to the wine in the bottle, stressing the importance of the content.

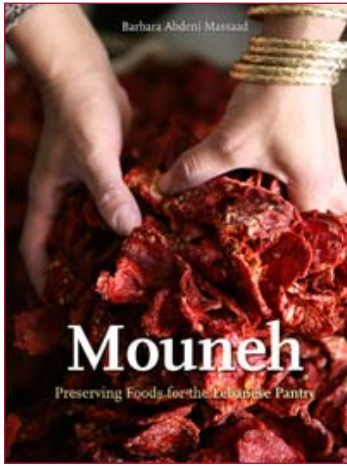
“The Louis Rapin Winery” was first to bottle a Pomerol without sulfur in the “Martin Berasategui System”. The bottle and the wine will be presented at the Wine Bar at the Paris Cookbook Fair.



Find out more about the “Martin Berasategui System” on this website:

[www.syma-france.fr](http://www.syma-france.fr)

# News from the Gourmand Family



“Mouneh: Preserving Foods for the Lebanese Pantry” is the new cookbook by author and photographer **Barbara Massaad** from Lebanon, who won a Gourmand Award in 2009. Her new book is a comprehensive study of traditional Lebanese food preserving methods derived from recipes produced all around Lebanon—an important aspect of Lebanese culinary heritage.

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



At the Paris Cookbook Fair Alain Ducasse Edition will present the new cookbook by **Alain Ducasse**: “J’aime Paris” (“I Love Paris”). From a morning croissant on the shores of the Canal Saint Martin to a spectacular dinner on the Eiffel Tower, Alain Ducasse takes the reader on a journey through his foodie Paris. Recipes, produce, tips are scattered throughout the book adding the best producers and shops to the foodies ideal Parisian address book. Read more about the book:

[www.alain-ducasse.com](http://www.alain-ducasse.com)

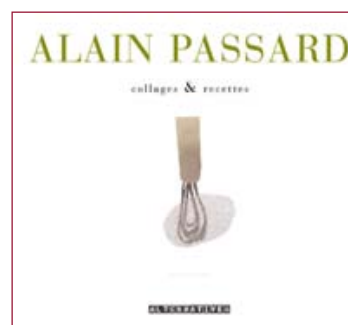
The French celebrity chef **Eric Roux** has released his new cookbook “Manuel de Cuisine Populaire” (“Handbook of the Popular Cuisine” / Menufretin). This book was produced to support ANDES, the National Association of Development Partners Grocery. The sale of each book will bring one euro for the association. Eric Roux will be at the Paris Cookbook Fair

to during his show on Saturday, 5 March, at 13h.



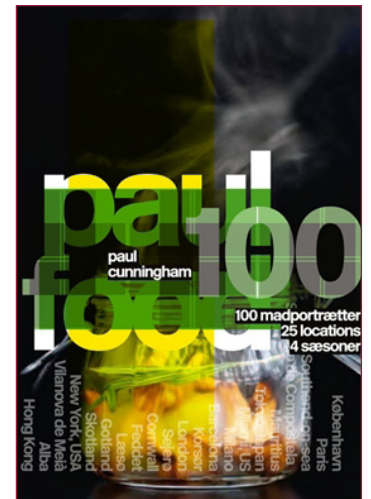
Three star-chef **Alain Passard** has released his new cookbook “Collages & Recettes” (“Collages & Recipes”) with the French publisher Edition Alternatives. He is the only chef to hold 3 stars with a pure vegetable menu in his restaurant “L’Arpège” in the area of Paris. Alain Passard will be part of the French Show Cuisine at the Paris Cookbook Fair. Watch him cooking on Thursday, 3 March, at 16h.

[www.alain-passard.com](http://www.alain-passard.com)



„Paul Food” is the title of the new cookbook by star-chef **Paul Cunningham** from Denmark. The 100 recipes from his journeys all over the globe are spiced up by anecdotes from the 25 spots, all of them bursting with Paul Cunningham’s joie for food. The Danish chef will cook in the International Show Kitchen at the Paris Cookbook Fair on Thursday, 3 March, at 15h.

[www.thepaul.dk](http://www.thepaul.dk)



French-German author **Murielle Rousseau** has released her new cookbook “Partie de Campagne” (Gerstenberg) in Germany. The TV-chef will perform in Paris on Friday, 4 March, at 15h.

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