

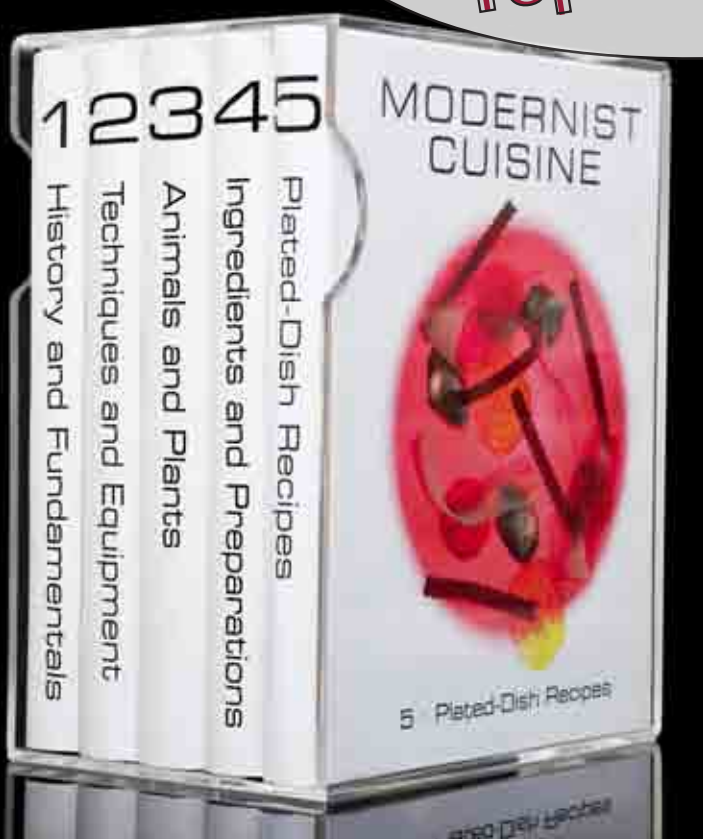


# GOURMAND MAGAZINE

The International Cookbook Revue Issue 29 / November 2012



**US Guest of Honor in Paris**  
**Alistair Burtenshaw**  
**Top Cookbook Printers**



# index



**Alistair Burtenshaw, President of Honour** 3

**The US - Invited Country - Paris Cookbook Fair** 4

**Top World Printers at Paris Cookbook Fair** 6



**Entry Form Gourmand Awards** 10

**Souvenirs of Frankfurt Bookfair** 12

**News from the Gourmand Family** 16

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**Visit the new Gourmand website:**  
[www.cookbookfair.com](http://www.cookbookfair.com)



On our YouTube channel you will find many videos of Paris Cookbook Fair. Just visit our channel on YouTube. Click on the logo.



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**Alistair Burtenshaw President of Honour of Paris Cookbook Fair 2013**

## Welcome, Mr. President!

The previous President of Honour of Paris Cookbook Fair have been author Claudia Roden in 2010, Chef Alain Dutournier in 2011 and chef Michel Roux in 2012. The presidency of Alistair Burtenshaw shows the clear focus of Paris Cookbook Fair 2013 on publishing, professionals, and the foreign rights trade.

Alistair Burtenshaw is unanimously loved and respected within the publishing sector worldwide. As director of the London Book Fair for 10

years until September 2012 he developed LBF as the essential book professional meetings of the first 9 months of the year. He has served the international book trade with the unique qualities of the true British gentlemen combined with business vision. He is widely admired for the way he handled the Icelandic volcano crisis of 2010 in extremely difficult circumstances. He genuinely understands and respect foreign cultures, and is equally at ease in the US, India,

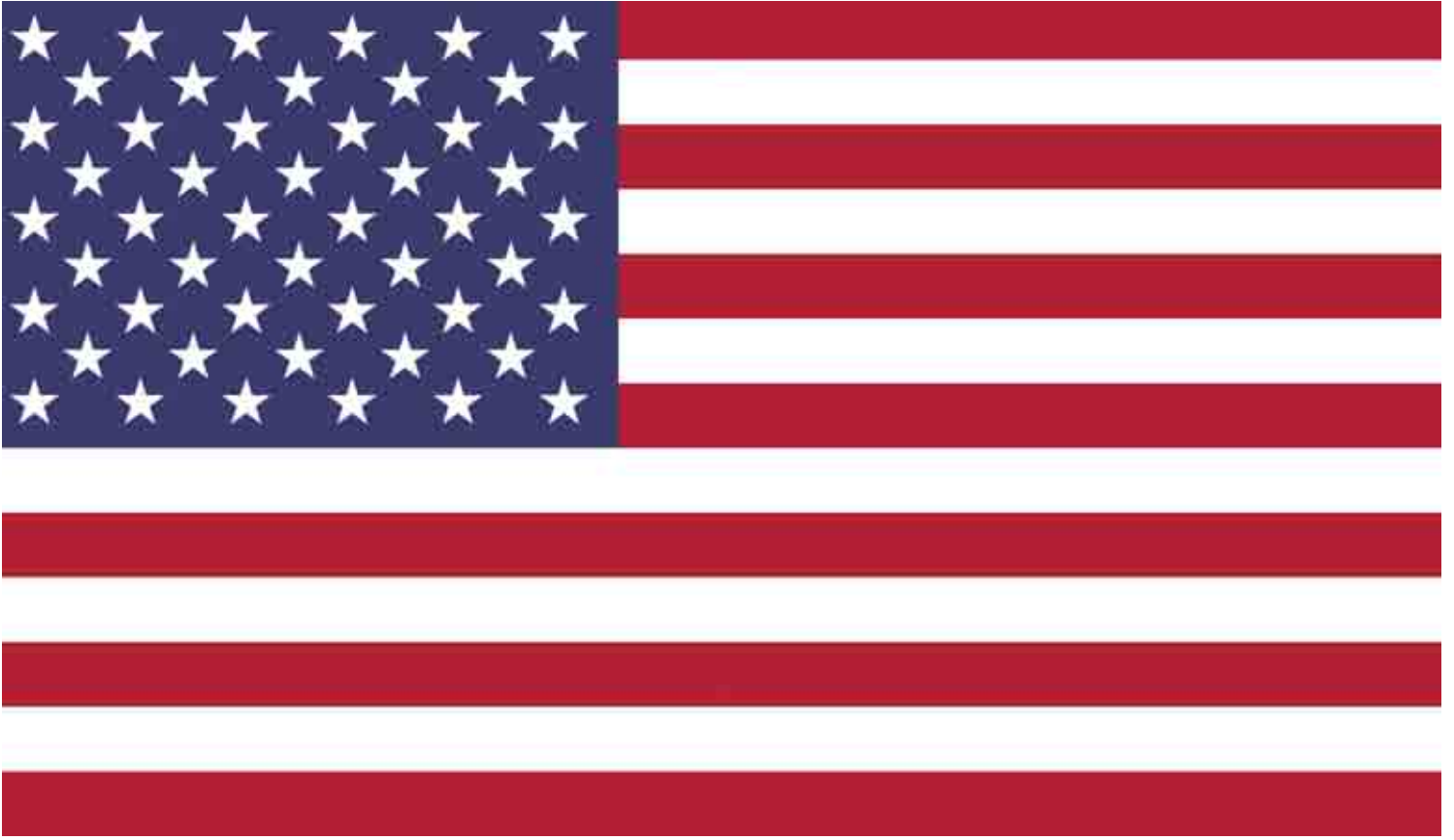
China, South Africa or Brazil. He is married to a Spaniard and speaks English, Spanish and Italian.

Alistair has a keen interest in cookbooks. With Edouard Cointreau, he created the Cookbook Corner, the London Book Fair / Gourmand partnership which has become a key feature of London Book Fair.

At the Paris Cookbook Fair, Alistair will be involved in many activities including international

conferences, panels and round tables as well as the exhibitions, meetings and events. He will be present for the 3 days. He will also open the Gourmand World Cookbooks Gala event on Saturday February 2013 in the theater at Carrousel du Louvre. The books from 171 countries participate in the competition this year.

International cookbook publishing is very honored to have Alistair Burtenshaw as its president in 2013.



**Paris Cookbook Fair 2012, February 22-24, 2013**

# The US - Guest of Honour

The US Food and wine Publishers, chefs and authors will be the Guests of Honour at the next Paris Cookbook Fair, Friday to Sunday, February 22-24, 2013. The past guests of honor have been China in 2012, and Italy in 2011. The Paris Cookbook Fair will take place under the Pyramid of the Louvre Museum, in the 7500 m2 of the Carrousel du Louvre.

The Paris Cookbook Fair is the annual international cookbook trade meeting. The focus is

on the sales of translations and foreign rights, with Asia the leading buyer today, and Europe the major seller. It is a major opportunity for US cookbook publishers and authors to increase their surprisingly low share of this vibrant international market.

Cookbooks and wine books are probably the healthiest segment of publishing today, with a two digit growth in Asia and Latin America. Dozens of countries are now buying, and make significant contributions

to the profits of the sector.

The Gourmand World Cookbook Awards will take place at the same time in the same location, in the 1400 seats theater of the Carrousel du Louvre on Saturday February 23, 2013. This year 171 countries are participating in these unique awards, after 162 in 2011.

Many guests to the prestigious event come from far away, 35% from outside Europe, 20% from France and

45% from the rest of Europe.

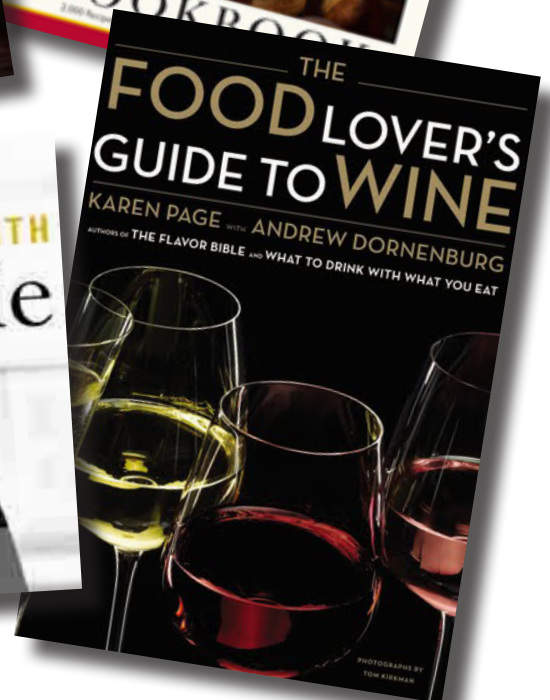
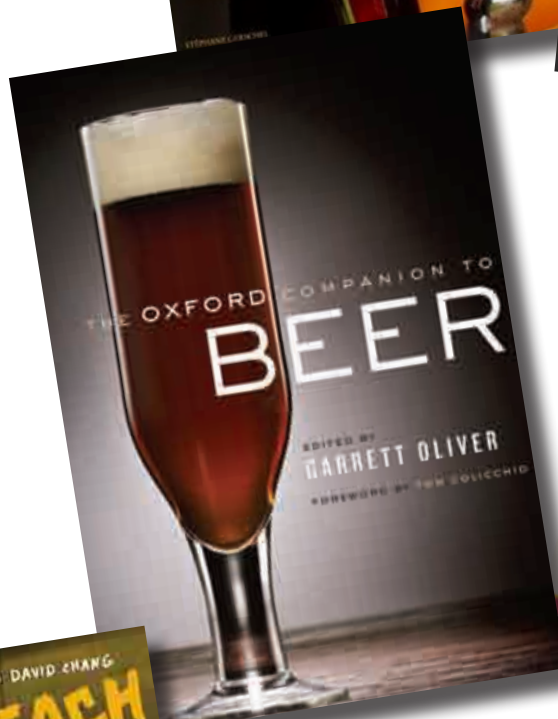
At Paris Cookbook Fair, trade meets pleasure. US food and drinks will be honored. There will be US chefs demonstrations in the show kitchen, US wines, spirits and beers tastings, food products presentations. It will be a major opportunity to showcase the best of the US culinary production in the heart of Paris.

Continue on the following page.

The invitation to the US as Guest of Honor in 2013 was a suggestion of Publishers Weekly, the US book-trade magazine, who will be a partner in bringing a large delegation from the US. Over the past years Lisa Ekus, Richard Grausman, Geoffrey Drummond, Jan Longone, Sara Baer-Sinnot and many others have had a prominent role at Paris Cookbook Fair.

All US food and wine professionals will be welcome as guests of honour February 22-24, 2013 in Paris.

For information:  
[pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)  
[www.cookbookfair.com](http://www.cookbookfair.com)



**Gourmand Award-winning titles from the US from last year's competition.**

## Printing Cookbooks

# Top World Printers at Paris Cookbook Fair 2013

For printers, cookbooks are art books. The utmost care is needed for the quality. Pricing is very competitive, while the quality varies widely. The competition is fierce between countries, as can be seen at Frankfurt Book Fair and Paris Cookbook Fair. In Frankfurt, printers are often exhibiting all together within a country exhibit, for instance in the Singapore, Thailand, or Hong Kong stands. China printers have a massive presence. India printers had a group delegation this year, probably for the first time. Other printers have individual stands in the printing

hall of the fair. It is one of the most important tasks of the visit of publishers to a book fair to visit different printers to have personal meetings, compare pricing, and discuss future business.

At the Paris Cookbook Fair, the top world printers visit, and a few have stands. Artron of China exhibited for the first time in March 2012. They got so much more new business that they decided to exhibit again in 2013, with more presence than in Frankfurt. There is so much printing in quality cookbooks today!

Historically, there have

been great differences in pricing between countries. In Europe, printing was more expensive in the north, sometimes over 50% more as expensive in Scandinavia than in Spain or Italy. Germany was cheaper than Scandinavia, but more expensive than France, which could be 30% more expensive than Spain. This north to south price difference could be true within countries, with Barcelona more expensive than Valencia.

Today printers have the same machines worldwide, mostly German and Japanese. Digital technologies

have leveled the field for pre printing, which can be out-sourced thousands of kilometers away. At the same time photography and design have become extremely important for cookbooks buyers. Thanks to new technology, there are much fewer publishers now that will insist on being present at the printing of their cookbook, the improvement of quality is worldwide.

The Gourmand World Cookbook Awards recognized the importance of printers by creating an Award for Cookbook Printing in 2008. The winners are the cream of world printers:

## 2008

### Best in the World:

#### Italy – Graphicom

Book: "Big Fat Duck of Heston Blumenthal" (Bloomsbury).

*The cover of that book is very special.*

Contact:

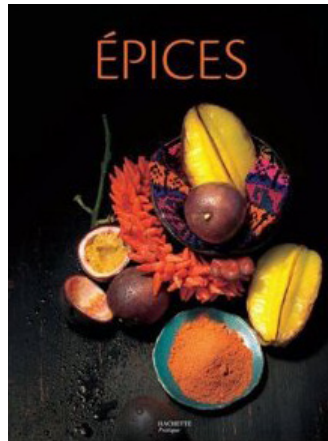
[Rosalia.Daprano@graphicom.it](mailto:Rosalia.Daprano@graphicom.it)



# 2008

**Finalists:**

**Hong Kong – Midas Printing**  
 Book: Epices (Hachette Pratique)  
 Contact:  
[www.midasprinting.com](http://www.midasprinting.com)



**Lebanon – Al Kafaat Printing School,**  
 with Chef Ramzi Calendar 2009

Contact:  
[www.alkafaat.org](http://www.alkafaat.org)

# 2009

**Best in the World:**

**Slovenia – Gorenjski-Tisk**  
 Book: Cubo Home, by Matevs Kmet (Cubo-Slovenia)

*Top world quality by constant innovation, competitive pricing with anyone in Europe, and nearly all Asia.*

Contact:  
[andrej.krope@go-tisk.si](mailto:andrej.krope@go-tisk.si)



**Finalist:**

**China – Leo Paper**  
 Book: “Onze Smultuin” (Fontaine-Netherlands)

*With offices across the world, the pioneer in building a printing bridge between Asia and the rest of the world.*

Contact:  
[www.leo.com.hk](http://www.leo.com.hk)



## 2010

**Best in the World:**

Sweden – Elanders Falth Hässler

Book: “Mat Att Äta Minst En Gang I Livet“

*Ekberg had the vision over ten years ago to understand the importance of cookbooks for printers. He is in a unique position worldwide to print every year over half of the cookbooks in his country. His investments in quality have been the key. He even has the capacity of excellent pricing thanks to links with China.*

Contact:

[Anders.ekberg@elanders.com](mailto:Anders.ekberg@elanders.com)

**Finalists:**

Poland – Drukarnia Narodowa

*There are excellent quality printers with great competitive pricing in Eastern Europe, with the leaders in Poland, and Hungary.*

[www.drukarnianarodowa.pl](http://www.drukarnianarodowa.pl)

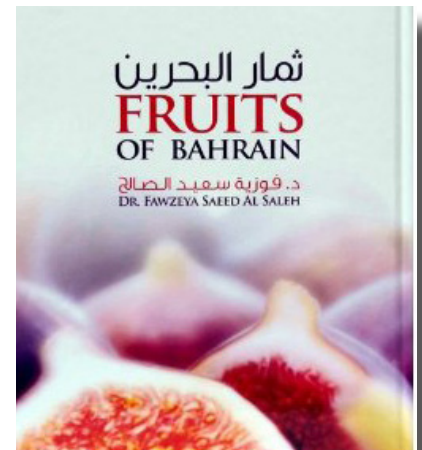
United Arab Emirates – United Printing and Publishing

Book: Fruits of Bahrain, by Dr. Fawzeyya Saeed Al Saleh

Contact:

[Benjamin@upp.ae](mailto:Benjamin@upp.ae)

[uppsaws@upp.ae](mailto:uppsaws@upp.ae)



## 2011

**Best in the World:**

China – Artron

Book: Modernist Cuisine by Nathan Myhrvold

*Their objective is world leadership in cookbook printing, after becoming the leading art book printer in China, thanks to top quality.*

Contact: Tony Liu

[tony@artron.net](mailto:tony@artron.net)



2011

**Finalists:****France – Stipa-Montreuil**

Book: Antichambre du Grand Couvert à Versailles  
(Gourcuff-Gradenigo)

*The leading quality printer in Paris, beloved of artists and book collectors.*

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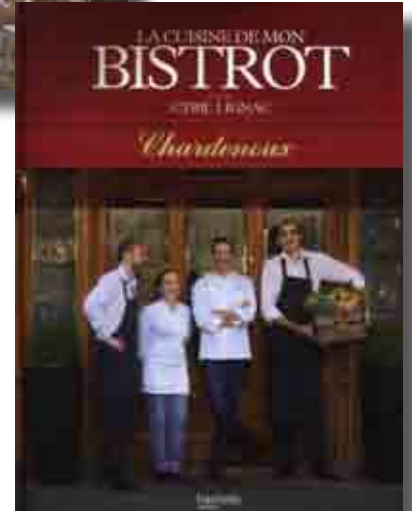
[p.gradenigo@stipa.fr](mailto:p.gradenigo@stipa.fr)

**Spain – Graficas Estella**

Book: La Cuisine de mon Bistrot, by Cyril Lignac  
(Hachette Pratique)

*The traditional printer for many french and spanish cook-books, thanks to high technology and service.*

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



## Les Ignorants

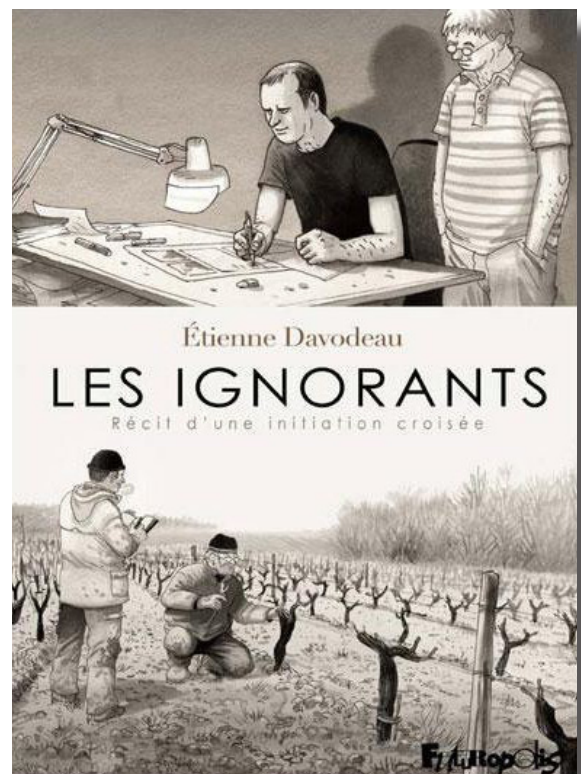
Printer Lesaffre of Tournai, Belgium, is the hero of the first pages of the bestselling wine book of year 2011 in France.

“Les Ignorants” is a comic, and it explains graphically the work of a printer. It is the best book to understand how a printer, a publisher and an author work together. It is also a beautiful book to understand winemaking, and the importance of the human artists behind the best wines and the best books.

“Les Ignorants” by bestselling author Etienne Davodeau and star winemaker Roland Leroy won the Award for “Best Wine Book in the World 2011”. Lesaffre is a leading printer in Europe for comics.

Contact:

[www.lesaffre.be](http://www.lesaffre.be)



# GOURMAND WORLD COOKBOOK AWARDS 2012

## 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, 2011 and November 15, 2012.
- **Deadline for receiving books is November 15, 2012.**
- 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 2012 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 2012

## 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: ..... Signatur: .....

Name Type in Capital: .....

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

**+++ DEADLINE IS NOVEMBER 15, 2012 +++**

Frankfurt Bookfair 2012

# Gourmand Welcomes the Cookbook World



Two television stars: Vefa Alexiadou from Greece (L) and Julie Biuso from New Zealand.



Claudia Roden, President of Honor of Paris Cookbook Fair 2010, with Edouard Cointreau père et fils.



The Gourmand/Paris Cookbook Fair stand at Frankfurt Bookfair.



Edouard Cointreau welcomes China Light Industry Press and Oriental Publishing and Media, from Beijing.



Ramon Akal (2.f.i.) and Jesus Espino.



Austrian wine expert Rudolf Lantschbauer with DK manager Monika Schlitzer.



Bruno Boidron (Editions Feret) with Edouard Cointreau



André Boccato and Marcela Nogueira from Brazilian publisher Editora Boccato.



**Carlo Bernasconi**  
(Switzerland)



**Anne B. Dolamore and John Davies (Grub Street-UK) had fun with Nicky Douglas (Summersdale-UK) and Leyla Moushabeck (Interlink-USA).**



**Murielle Rousseau Director and Eva-Maria Blasum, from Buch Contact, the leading book PR Agency in German speaking countries.**



**Andreas Eggenwirth (GAD) with local politician Paul Lemke and German publisher Evert Kornmayer (from left).**



**Bernhard Stroißnigg, Heike Pekarz (both Leopold Stocker Publishing) with Andrej Krope from Slovenian printer GTS (r.).**



**Champagne expert Richard Juhlin (r.) from Sweden with Mr. Yuelong Fu (Oriental Publishing) from China.**



**The New Zealand gang at Villa Bonn: (f.l.) Julie Biuso, Robert Oliver and Annabel Langbein with husband Ted Hewetson and their daughter Rose.**



**Valentina Chemiakyna (AST) from Russia.**



**German Journalist Johannes Weiss (r.) and author Michael Bay.**



**Jorma Mahlanen, Pekka Saarainen, Maia Santti and Juhani Korolainen from Finnish publisher Minerva.**

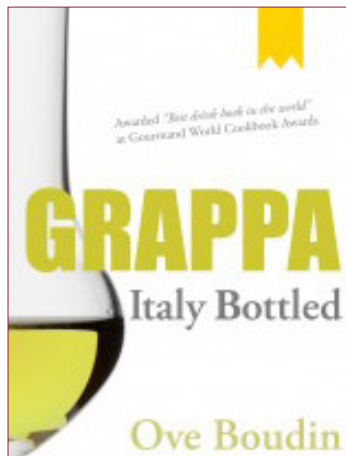


**Edouard Cointreau with François de Waresquiel (Citadelles et Mazenod) friends for 40 years.**

# News from the Gourmand Family

Gourmand Television has released the new video to promote Paris Cookbook Fair 2013. Watch the video now online by clicking on the link below.

[www.youtube.com/watch?v=HRGgLOaGadc](http://www.youtube.com/watch?v=HRGgLOaGadc)

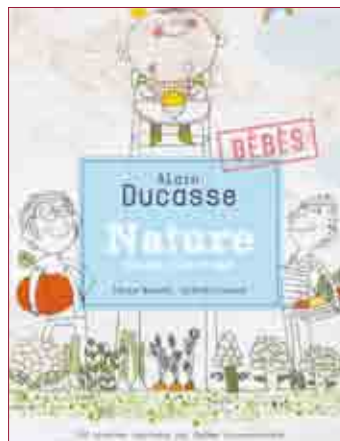


Swedish e-book publisher Stockholm Text has launched "Grappa - Italy Bottled" by **Ove Boudin** as an e-book in several formats. You can read it on iPad/iPhone or kindle and other e-readers. It's available on all major e-book sites as amazon, IBook, Barnes and Noble and Kobo. The book has been awarded "Best Drink Book in the World" in 2008.

Finnish chef and Gourmand Award-winner **Sara La Fountain** has become the face of the new campaign of finnish fashion brand Seppälä. Here's her first promotional video:  
<http://youtu.be/2hg5aNKwDpY>

Triple three star chef **Alain Ducasse** has released the fourth book of his healthy

cuisine-series "Nature", published by his own company Alain Ducasse Édition. The new release is called "Bébés" ("Babies") and focusses on recipes for children at an age from six month to 3 years. Again his co-author is again dietician **Paule Neyrat**. The first book "Nature"



won a Gourmand World Cookbook Award in 2011.  
[www.alain-ducasse.com](http://www.alain-ducasse.com)

**Julie Biuso** was a star at Frankfurt Bookfair. She launched her next cookbook with New Holland, scheduled for 2013, with strong interest from European publishers, including France, Spain and Latin America, and China

French three star-chef and Gourmand Award-

winner **Anne-Sophie Pic** has released a table cloths-collection in collaboration with Trebø. The beautiful collection is sold online. Visit the store by clicking on the link below:  
<http://pic-e-store.com>

At Frankfurt Bookfair New Zealand chef **Annelang Langbein** (*picture below*) presented the German translation of her "The Free Range Cook"-book called "Natürlich kochen" ("Cooking the natural way"). The book is released by German publisher "Gräfe und Unzer" Annelang Langbein has won several Gourmand World Cookbook Awards and sold more than 2 million cookbooks worldwide.



The 2,500 pages-cookbook masterpiece "Modernist Cuisine" sold more than 50,000 copies worldwide at a price at \$625. Now the authors **Nathan Myhrvold** and **Maxime Bilet** have published "Modernist Cuisine at Home", a trimmed but still 456 pages strong version and priced at \$140. The original version "Modernist Cuisine" entered the Gourmand Hall of Fame in 2010, and has been translated to German, French and Spanish and published by Taschen.



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