

GOURMAND AWARDS

THE BEST COOKBOOKS AND
WINE BOOKS OF THE YEAR

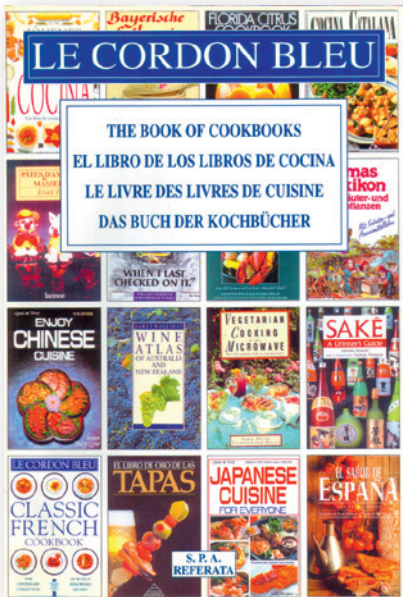




Gourmand World Cookbook Awards

- The Gourmand World Cookbook Awards were founded in 1995 by Edouard Cointreau. Every year, they honour the best food and wine books, printed or digital, as well as food television.
- In 2019, we have entries from 225 countries and regions participate in these prestigious awards, the only international competition of the sector. It is free, and open to all languages.
- Every year, Gourmand gives the awards in a very special location for gastronomy. The Ceremony is always an opportunity to meet every important person in the world of food and books: hundreds of publishers, authors, chefs and journalists take part in these events.
- The Gourmand Awards have been compared to the “Oscars” for film. They are inspired by the Olympic Games and their spirit.
- We reward now all food and drinks content, in print or digital, paid or free, private or public, trade publishers or self published, big or small, with an equal chance for everyone.
- The Gourmand Awards are a unique opportunity to build the image of the food culture in a country, show the world its spirit.

The history of the Gourmand World Cookbook Awards is parallel to the history of cookbook publishing in the past 25 years.



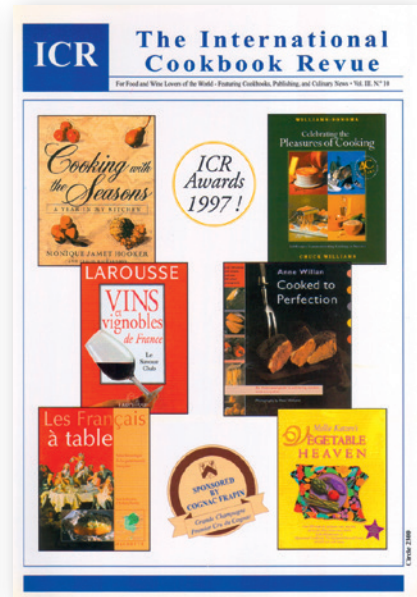
1995 Frankfurt

Cookbooks are difficult to find at the Frankfurt Book Fair. To give them respect and honours, Edouard Cointreau decides with a small group of friends and international publishers to create the World Cookbook Awards. It is sponsored by ICR-The International Cookbook Revue, launched with a printing of 15000 at the 1995 Frankfurt Book Fair. It follows the “Le Cordon Bleu Book of Cookbooks”, international bibliographies of cookbooks in 4 languages.



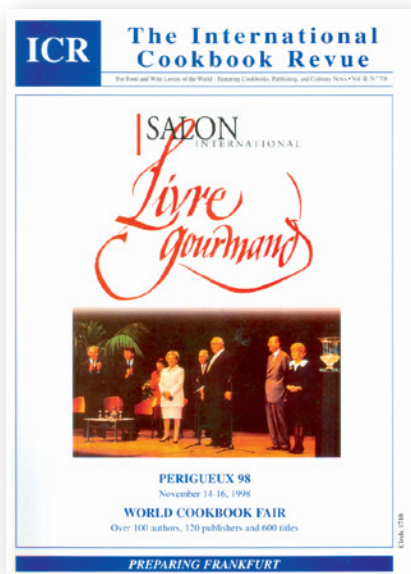
1996 Frankfurt

The Australian Murdoch Books is our cookbook publisher of the year, starting a revolution in the design and the concept of books worldwide. Our book of the year is the “Vineyards of Saint Colombe”, by french best selling author Christian Signol. It is a “terroir” book, by big french publisher Albin Michel. Our international book is “Tukka”, by Jean Paul Bruneteau (Harper Collins Australia). The awards are proclaimed at the Frankfurt Book Fair.



1997 Paris

Thanks to the sponsoring of Cognac Frapin, the awards take place at the “Astor” restaurant in Paris, advised by Joel Robuchon. It is our first Awards Gala, with Baronesses Nadine and Ariane de Rothschild, star publisher Pierre Marchand, Anne Willan, Philip Clark, Allison Cathie, Wini Brugger from Hong Kong, NHK Books from Japan, Monique Janet Hooker from the US and many others. The Awards become a world event



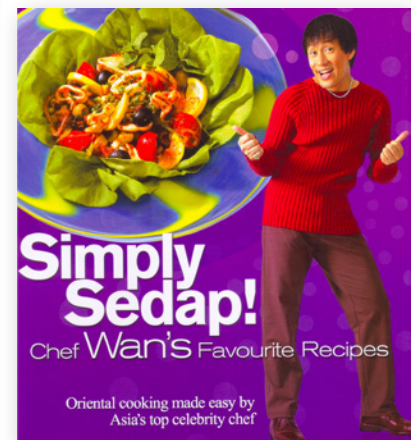
1998 Perigueux

The event takes place for the first time in parallel with the Perigueux Salon International du Livre Gourmand. It is presided by Alain Ducasse, with guest of honour Chuck Williams. Albert Adria is the star with his pastry book and his chocolate limited edition gift to the guests. We also reward Anneke Ammerlaan, Vefa Alexiadou, Margaret Dickenson and others. The Awards are not only an international event, but also a meeting place and a food discovery. We start the concept of linking international and local, through a "Tasting Perigord" tour.



1999 Versailles

It is the year of Claudia Roden, Ruth Ozeki, Michael Ginor, and the French Laundry. We have the first American Foie Gras tasting in France, at the INRA French National Agricultural Research Institute, with Andre Daguin. And the day of the Gala Dinner in this Royal setting, there is a national strike of waiters and firemen in all Republican France = international star chefs led by Andrés Madrugal and Santi Santamaría of Spain volunteer to serve as waiters to help.



2000 Perigueux

On November 11, 2000 the German Dieter Müller receives the top international award, and Alain Dutournier the French one. This is quite a peaceful symbol. Anne Dolamore of Grub Street is there as best publisher of the year. The Special Award of the Millenium is given for his wine book "Les Vins du Siècle" to Philippe Faure Brac. Chef Wan of Malaysia is the star, with his show of a royal wedding banquet at the Malay Court. The guest of honour is Richard Grausman, of the US C-CAP organization, Carriers for the Culinary Arts Professionals



2001 Sorges

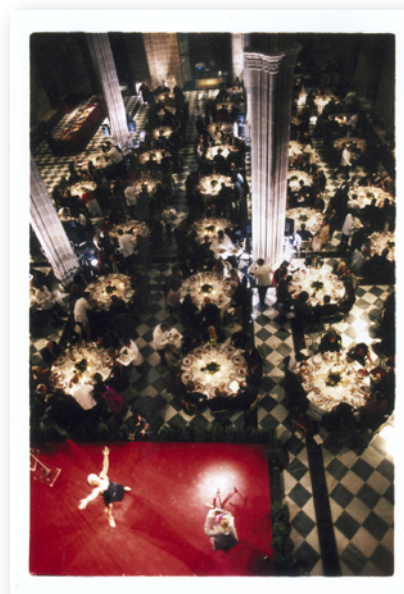
The event takes place for the first time in Sorges – Capital of the Truffles of Perigord. We organize a dinner with 22 kilograms of black truffles du Perigord, a World Record. The Awards are renamed “The Gourmand World Cookbook Awards”, and the Gala Dinner becomes a music and lights show like the “oscar”. Several television films. The stars are Elisabeth Luard, Anne Willan, Emi Kazuko, Dr. Miguel Sánchez Romera, Gilles and Laurence Laurendon, Julie Biuso and many others. The wine stars are Richard Juhlin, and Bruno Boidron of Feret.

Until 2001, the event is for books published the same year. The next event from 2003 are for books published the year before. For instance in 2003 for books from 2002.



2003 Loire Valley, Angers

Chateau de Brissac, Loire Valley . The Marquis de Brissac hosted the event, with many star chefs and friends, including Edouard Carlier of Beauvilliers in Paris. Chef Wan was back, following a new trend of past event stars coming back to a yearly event of friendship, fun and business. The book of the year was “Essential Cuisine” by Michel Bras. The wine star was Rene Renou, President of INAO and member of the Gourmand French jury. This was a very elegant and glamorous event that set the awards apart from all other events of the sector. The Australian Ambassador to France was there, with Maurice de Rohan, Agent General for South Australia, the perfect gentleman and friend, who did not miss any Gourmand events.



2004 Barcelona, Spain

Gourmand comes to the new capital of innovative cuisine. Star chefs come from everywhere: Heston Blumenthal gets his Third Michelin Star the same week as he is rewarded for the Best Book of the Year. Some of the other chefs are Fatema Hal, Lea Linster, Roland Mazère, Le Divellec, Paco Torreblanca. The wine stars are Michael Broadbent, Miguel Torres, the Marqués de Vargas. The guest of honour is Dun Gifford, of Oldways. There are twelve Ambassadors, plus chef Wan, the food ambassador of Malaysia.



2005 Grythyttan, Sweden

Grythyttan, Province of Orebro, Sweden. Sweden is the country that buys the highest number of cookbooks per person. Gourmand guests visited the best cookbook Museum and Library in Europe, in Grythyttan, and the food sites of this region, 200 kilometres west of Stockholm. The star was Harumi Kurihara of Japan, who won Best Cookbook of the Year. The Award ceremony was celebrated with a Symphony Orchestra in the Orebro theater. The Award Dinner was “The new Swedish Smörgåsbord” by star chefs Mathias Dahlgren, and Stefan Karlsson. Leif Pagrotsky, Minister of Culture and Education of Sweden, presided the event. There were eight televisions filming, including shows for BBC, Fuji, Gambero Rosso, etc.

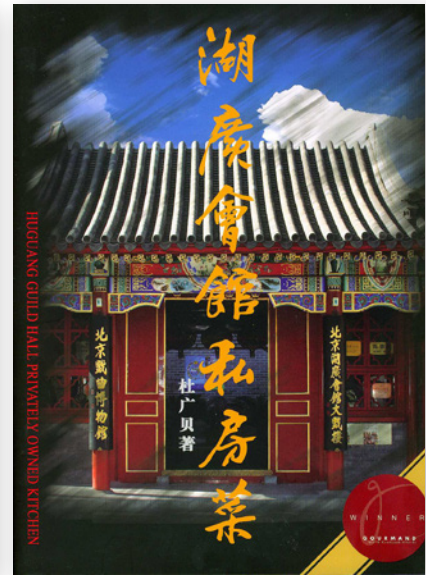
Photo: Harumi Kurihara and Husband.



2006 Kuala Lumpur – Malaysia.

After 10 years in Europe, Gourmand went to Asia. The focus in Malaysia was food media and tourism: food is one of the keys to tourism today. Malaysia is “truly Asia”, with Malay, Chinese, Indian, Arab, Thai and Western cuisine. The Prime Minister hosted a dinner feast for 500 guests at his private residence. The awards event was very glamorous. Tom Victor Gausdal of Norway won Best Book of the Year, and Young Mo Kim, President of the Bakers Association of Korea won “Best Pastry Book”. Twenty six ambassadors came to dinner, plus chef Wan, the food ambassador of Malaysia.

Photo: Young Mo Kim from Korea.



2007 Beijing, China

Beijing, China, Dragon Springs Hotel. The focus in Beijing is professional, with conferences by printers, Chinese publishers, superb diners, and much entertaining. There is much Dragon Seals Chinese wine, and even Tibetan wine. The Chinese Food Network filmed all the event, with a special show broadcast all over China. There were many stars, including Chef Ramzi filming for Future Television. Chef Wan, Vefa Alexiadou, Julie Biuso, Annabel Langbein, Art Smith with family and friends, Marlina Spieler, Vangelis Driskas, Mrs. Jigyasa Giri and Dr. Pratibha Jain from India, Edmon Ho from Singapore. Our friend Chef Du Guang Bei was present everywhere, as well as our friends from Hainan. The awards show was the most glamorous ever, with fashion show, Kung fu, Chinese singing, filmed live for television.



2008 London, United-Kingdom

On April 13, 2008 at the “Gourmand Awards” in the Olympia Theatre in London, there were over 400 guests from 47 countries.

The Awards Ceremony included the awards and the presentation of the 19 Celebrity Chefs from 16 countries who gave cooking demonstrations at the London Book Fair.

At the party after the Awards there was much celebrating, music by the 18 pieces Jazz Big Band of James O’Carroll, and dancing. There was also much business in foreign rights.

Photo: Edouard Cointreau.



2009 Paris, France

On July 1, 2009, La Comédie-Française was the host of the Gourmand Family for the Best in the World event.

The theater of Molière was full with 800 guests from 45 countries. After the Awards, the magnificent buffet was due to Le Cordon Bleu® with Champagne Gosset, Cognac Frapin and the wines of Château Maison-Blanche. A special gift package for the event was given to all guests by Valrhona Chocolate.

Photo: © Cosimo Mirco Magliocca / Coll. Comédie-Française



2010 Paris, France

On February 11, 2010, we had two consecutive Awards celebrations at Le104, the new Artistic Centre of The City of Paris. The first was for the cookbooks, the second for the wine books. The stars were Claudia Roden and Harumi Kurihara. The Awards launched the first Paris Cookbook Fair. The combination of the Awards event and the Cookbook Fair really worked. The following days had record cold, with much snow in Paris. It was beautiful and festive.



2011 Paris, France

On March 3, 2011, we had a record number of guests, 1250 at Theatre Folies Bergère, the glamorous shrine of Maurice Chevalier and Josephine Baker. 28% of the guests came from outside Europe, and 50% from Europe except France. New Zealand celebrated the best Book of the Year, Me'a Kai. We had an ovation for Tunisian Zouhair Ben Jemaa and Mediterranean cookery. The wines were from André Lurton, Champagne Gosset and Cognac Frapin. Both the Awards event and Paris Cookbook Fair doubled the number of professional guests.

2012 Paris, France

On March 6, 2012, we fill up again Les Folies Bergere to complete capacity. The front rows have many ambassadors. The star is Francisco Fantini from Chile with his team of Gourmet Patagonia, the Best Book of the Year. He spoke for everyone when he explained the importance of the event, "A book is an everlasting message". This is the most emotional and fun awards event up to then, showing that the guests do not know in advance if they are going to win. They are so happy, often so overwhelmed they cannot speak, laugh and cry. Tears of joy. Television stars Rocky Singh and Mayur Sharma from India thrilled the audience with their sense of humor and energy. China became the winner of more awards than ever. Antigua and Panama came to the stage for the first time. For drinks, craft beer is honored with Coreff from Brittany in France. The winebook awards show that wine tourism and climate change are the two main issues worldwide for the sector.

2013 Paris, France

On February 23, 2013 we filled to capacity the 1050 seats of the Awards dinner at Carrousel du Louvre in Paris, at the center of world culture.

The president of honour was Alistair Burtshaw, previous director of the London Book Fair. Star guests were Jancis Robinson for wine, Claudia Roden, Anne Willan, Nicholas Lander, Tony Le Duc, three stars chef Guy Savoy, food television leaders Geoffrey Drummond, Chef Wan, Jeroen Meus, Chakall, Annabel Langbein, Mocomishi Hayami, Stalic Khankishiev, and Wu ZhiHong. There were some very emotional moments, with Birthe Lynggaard from Denmark, our youngest winner ever Josh Thirion from South Africa, Sarah Lilford from Zimbabwe and Ska Mirriam Moteane from Lesotho. Food and Wine culture is now truly respected worldwide.



2014 Beijing, China

On May 20 and 21, 2014 the two awards events at the Beijing Daxing theater awards attracted a total of 1200 guests, a truly international audience, with many Chinese, and foreigners coming from Europe 36%, Asia- Pacific 31%, Latin America 19 %, USA - Canada 11%, and Africa 3%. Food is now a very important component for the image of countries, and 36 embassies were present, with six ambassadors getting on the stage. There were spectacular dancing and music, from all continents, from China, Colombia and Samoa. The awards celebrations continued late into the night!

2015 Yantai, China

Yantai is the birthplace of the Shandong cuisine, one of the 4 main cuisines of China. Yantai is the capital of wine in China. It is also the leading sea resort. For the first time the awards ceremonies were outdoors. A gigantic stage was set up in the beautiful gardens of Tianma Yantai Wine Bay, by the Golden Beach. The weather was tropical and great for visitors from the North, such as our Lapland and Swedish guests. The wine and drink awards were June 8, the food and cookbook awards June 9. The event was fabulous and unforgettable, with 1/3 of the guests staying 3 days or less, 1/3 staying for 4-5 days, and 1/3 for 6 or more days. There were banquets every night for 8 days.

2016 Yantai, China

The awards come back to Yantai, in the same location, May 27-30. The date is earlier than the previous year to have lower temperatures, with less humidity. There are two separate ceremonies, May 28 for Wine and Drinks, May 29 for Food and Cookbooks. The wine star is Jean Marie Aurand, director general of OIV. The food stars are Lyndey Milan, Sofie Dumont, Karena and Kasey, Carl Jan Granqvist, Cyril Rouquet. We host the first meeting in China of the French Ladies of Wine, with Francoise Rigord and Beatrice Cointreau. We have the first Peruvian Pachamanca in China, a dinner with 320 meters of banquet tables in the street going down to the beach. The Shandong food dinner is another spectacular banquet. We have a total of eight nights of banquets, a non stop feast. It is the happier and friendlier event we ever had. It was unforgettable for many guests.



2017 Yantai, China

The awards event comes back to Yantai, China, May 27-28. We have two new hotels, the five stars Hilton, with 404 rooms, within walking distance from our event, on the Golden Beach, next to the curved Tianma pier on the sea. The other new hotel is four stars, The Tianma Central Plaza Hotel, ten minutes away, in the center of the shopping center of our district. We have special low group rates at these hotels We will have a Peru day, with a Pachamanca barbecue dinner banquet. The Loire Valley City of Angers will celebrate its wines and food during another entire day, to honor its sister city of Yantai.



2017 Beijing, China

We have a five year contract to organize the new Food and Wine Gallery of the Beijing International Book Fair BIBF It was August 23-27, 2017 . It is the biggest book trade fair in Asia, with 300.000 visitors. We have publishers stands, a show kitchen, a wine masterclass theater, food products and wine stands with tastings and sales, conferences, and a cookbook foreign rights business center. Nearly all China publishers are present, as well as many publishers from Japan, South Korea, and all South East Asia. We help Gourmand Awards winners to make contacts.



2017 Frankfurt, Germany

We organize again the International Gourmet Gallery at the Frankfurt Book Fair October 11-15. It is the biggest book trade fair in the world as well as a major event for culture. We have many stands, food products and wine tastings and sales, a show kitchen , conferences. France is the Guest Country, with a focus on gastronomy. It is the world center for the foreign rights trade. We help Gourmand Awards winners to make contacts . We have not missed one fair since 1989, and founded the awards there in 1995. We have multiplied by 3 the space of the Gourmet Gallery since 2015. Hanban Confucius Institute has the largest stand with 100 m² , showing the importance of Food Culture.



2018 Yantai, China

For the fourth time, the Gourmand Awards come back to Yantai, for an all day awards ceremony on Saturday May 26, 2018. We will have 5 days of food and culture events, with banquets every night. It has to be experienced, to understand how it can become the best week in the life of the participants, and change lives. The networking is intense, and the start of many new friendships. There is much fun, business, and pleasure. It is unique. For the first time, International Organizations . FAO, UNWTO, UNDP, Arctic, participate in the event. The China number one star chef Xu Long comes, to meet with his friend Guillaume Gomez, chef for President Macron of France.



2018 Beijing, China

From August 22 to 26, 2018, BIBF will be bigger than ever. We add tourism stands in our area for food and wine. Turkey and Czech Republic total over 200 m². We have the first stands of Atout France, Panama, Denmark, Arctic, and many others. China is number one in the world for the number of tourists international travel, and food is a leading criteria. The Beijing market is a leader, both for young professionals and affluent seniors, who are the bulk of the over 300.000 visitors of visitors to the fair. The trade in foreign rights and copyrights is also huge for professionals. Ask for our 8 pages BIBF brochure in English.



2018 Frankfurt, Germany

From October 10 to 14, the Gourmet Gallery will again be the center of the fair both for business and pleasure. During the first three trade days, incredible business in foreign rights and new projects take place. Then during the weekend, the crowds from the public seem to want to buy as much food and wine as possible. The number of interviews with lifestyle journalists increase every year, because there is so much trade and public interest.



2019 March Paris, France

GOURMAND WORLD SUMMIT

Our first Gourmand World Summit was a success beyond our expectations, thanks to the UNESCO which honored the books of our sector for the first time.. We exhibited in the vast Segur Hall of the UNESCO headquarters over 1500 of the best books from the Gourmand Awards from 2016 to 2018. The books were organized in alphabetical order for 170 countries al order A-Z, from Afghanistan to Zimbabwe.

We had tables for publishers and authors to discuss projects, translations and foreign rights. Those talks were very fruitful, equal or better than any in our past experiences, thanks to the total focus on food and drinks books, the presence of the leaders of the sector, and the relaxed atmosphere.

On March 20 the Arctic Night party at Institut Suedois of Paris, celebrated the first meeting of South Pacific and the Arctic, both threatened by climate change, as evidenced in the Best in the World Cookbooks Me'a Kai (2010) and Eallu (2018). Both chef Robert Oliver from, Fiji, and Anders Oskal from Norway were present, with several reindeer herders.

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2019 March Paris, France

We have a partnership with Village International de la Gastronomie et des Cuisines Populaires, March 20-24 for the Gout de France/Good France event sponsored by the Ministry of Foreign Affairs of France. Over fifty countries participate through their embassies and National Tourism Offices, plus ten French regions. There were 42.000 paying visitors at the previous event. It is outdoors, next to the Eiffel Tower. There are many tables in the alleys between the stands, to enjoy the food and drinks. The focus is on popular and national cuisines. There is much food and wine for sale and taste. The show kitchen has celebrity chefs shows from France and many countries, arranged through the embassies. On the theater stage, there are music and dances from over 35 countries.

The badge for UNESCO gives access all 5 days to this event.



2019 July

Macao, Gourmand Awards

On July 3, we had the Gourmand Awards ceremony for the very important Special Awards, the Drinks Awards, The Food Television awards, and the charity cookbooks.

On July 4, the Gourmand Awards ceremony will be for Food Culture books, including cookbooks, lifestyle, authors, publishers, countries and regions. For many guests, this was the most successful awards event of the past five years. The following banquet will be Cantonese Chinese food, from the Pearl Delta. It took place at the Sofitel Macao, with perfect food, service and very elegant setting. The wines were exceptional.

2019 July Macao International Book Fair

The first International Macao Book Fair takes place July 4-7 in the Congress Center of the Venetian. The fair is all Tourism Food and Drink. It is our largest World Cookbook Fair since the Paris Carrousel du Louvre in 2013. The Venetian hotel has 3000 rooms. It is one of the largest casinos in the world, if not the largest. Macao casino business is seven times larger than Las Vegas. There are no visa for many foreigners visiting Macao, with direct flights to the international airports of Hong Kong and Macau. With the new spectacular bridge, Macao is 45 minutes from Hong Kong.

We co-organize the Macao Fair with our partner Beijing BIBF, for the Macao Culture and Tourism Authorities. It is part of the Macao Portuguese Culture Week. The theme of the Book Fair is Tourism Food and Wine, which is the focus of their tourism. Macao is one of the 26 UNESCO Creative Cities of Gastronomy around the World.



2019 August Beijing, China

On August 21-25, Gourmand International will organize the Tourism, Food and Wine area of the BIBF Beijing International Book Fair. The Guest of Honor of BIBF is Romania. The last event attracted 300.000 visitors, with our area the most popular. We had standing room only for the show kitchen, and the wine theater. The public clearly made wine the star. We saw a strong increase in the foreign rights trade, which happens across all our events worldwide. Several hundred trades for foreign rights of tourism, food and wine books are initiated or helped yearly because of the Gourmand Awards and our events at fairs.

The Foreign rights trade is the backbone of our activities. BIBF is the yearly platform of China publishing, with nearly all China publishers present. It is also the largest Trade Book Fair in Asia. We can send the eight pages brochure BIBF Tourism Food and Wine upon request. It includes marketing data and exhibitors information.

2019 October Frankfurt, Germany

The Frankfurt Book Fair will be October 16-20. We will celebrate our 30 years as exhibitors in Frankfurt, and the 11 years of the International Gourmet Gallery, with whom we have a long term partnership. Frankfurt is the most important Book Trade Fair in the world. All publishers and authors need to participate, to learn, understand and profit. Publishing is now a global market, where revenues can be balanced between national and international. The Guest of Honor in Frankfurt this year is Norway, a major country for Nordic gastronomy. The Norway focus in the Gourmet Gallery will be the Arctic Food Culture, Climate Change and Sustainability, thanks to *Eallu*, the book of the Arctic Council which won Best of The Year in all categories in 2018 at the Yantai, China event. The book was in English, it now will have Russian and Chinese editions. We see a fast increase in foreign rights trade in our area. The Gourmet Gallery party at the Miele show kitchen is our great feast to celebrate on Wednesday October 16 on opening night. When we started in 1995 at Frankfurt Book Fair, it was to challenge the Ugly Duckling image of cookbooks. For a few years, many did not understand. Today, we are at the center of the book fairs, from Beijing, to Macau to Frankfurt. This was built thanks to the Gourmand Awards, which now have a wonderfully talented and dedicated team on all continents, nearly all with over ten years of experience.



2020 Gourmand 25 years anniversary

The pandemic changed all our plans for 2020. We were going to have 4 events, China in May, Paris in June, Sweden in October and China in November. Like everyone else, we had to postpone to 2021. This was a practical inconvenience compared to the human tragedies faced by many. But the show must go on !!

For the first time, we made public on our website the lists of the Gourmand Awards without any public events. We first published the list of the Best of the Best of the past 25 years. Then the Gourmand Awards 2020 Best in the World were posted in early April.

The pandemic created an unprecedented activity in cooking at home, cookbook writing, and digital communicating. So we posted for the first time our Spring, Summer and Fall selections, all included in the final Gourmand Awards winners list in December 2020.

2020 Karlskoga, Sweden

To celebrate the 25 years of the Gourmand Awards, the best of the best award winners were exhibited at Alfred Nobel House Björkborn in Karlskoga, Sweden. for 2 months in September and October 2020. When the Gourmand World Cookbook Awards were created 25 years ago at Frankfurt Book Fair, the objective was to get more respect for cookbooks and food culture. UNESCO in 2019 and Nobel House in 2020 were beyond the wildest dreams.

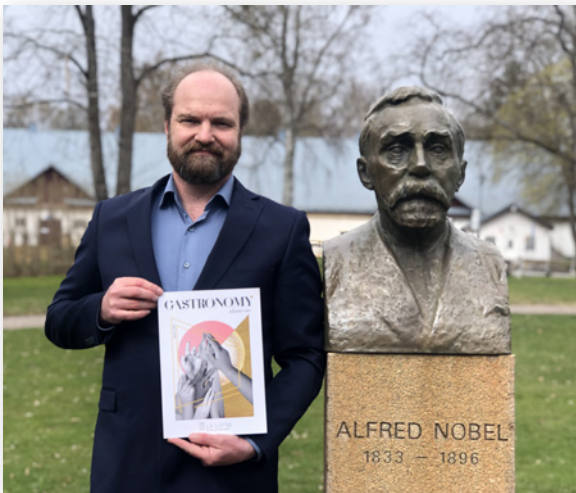
Governor Maria Larsson opened the cookbooks exhibition as chair of the Alfred Nobel Björkborn Foundation. She said. "This international exhibition shows the importance of sharing and transmitting food cultures through cookbooks. The quality and depth of these books is stunning."

The manor has been converted in a museum, and it has not changed since

Alfred Nobel lived there. It has nice woods of birch trees, reflected in the poetic name Björkborn "birch path" in Swedish. It is a surprisingly lively, informative, and entertaining visit, for all ages, thanks to experienced and talented guides. During the cookbook exhibition , there were opportunities for special activities, for instance for children on World Food Day celebrated October 16.

www.nobelkarlskoga.se
www.fao.org/world-food-day

Photo: After the inauguration on September 3, champagne expert Richard Juhlin took the officials on a champagne hiking tour of the Alfred Nobel birch tree park. (Photo Ewa Hector Agorelius)



2021 World Sustainable Gastronomy Day - June 18

World Sustainable Gastronomy Day is June 18 since the vote of the United Nations on December 21, 2016. It was a proposal of the government of Peru. For the United Nations, it is part of SDG 2 - Hunger. At the UN, resources are FAO, with WFP, and UNESCO, with the Creative Cities of Gastronomy

June 18 is the day of the opening to the public of the four months exhibition of Sustainable Gastronomy at Alfred Nobel House and Museum. The exhibition is co-organized by the Gourmand Awards and the Hallbars Research Institute for Sustainability Reports. The Gourmand Awards celebrate in 2021 the ten years of their category Sustainable Food Books started in 2011. The exhibition shares with the public a selection from the best of 25 years of Gourmand Awards, with over 600 gastronomy books from more than 50 countries. The exhibition ends on October 21, with the celebration of Alfred Nobel birthday.

www.un.org/en/observance/sustainable-gastronomy-day

Photo : Gastronomy Observer (LaListe.com) with Pelle Agorelius, curator of the exhibition, at Alfred Nobel House Björkborn (Photo Ewa Hector Agorelius)

2021 Les Cordeliers, Paris

Les Cordeliers in Paris 75006 may be the most beautiful place we ever had in 25 years of Gourmand Awards ceremonies. It is certainly the most historical, as the meeting place of the Cordeliers Club led by Danton, during the French revolution in 1790. Later it was until 2015 the Medicine Museum in Paris. The objective of the event is to bring together the whole Gourmand family, after the lockdowns and confinements of the pandemic, within current safety rules.

World Cuisines Week

November 29 - Morning - Gourmand Awards 2020 - Books published in 2019
November 29 - Afternoon - Gourmand Awards 2021- Books published in 2020
November 29 - Evening Celebration party for all registered guests, food & drinks
November 30 - Morning - Best 25 Gourmand Awards
November 30 - Afternoon - Hallbars Sustainability Awards 2020 + 2021
November 30 - Evening Celebration party for all registered guests, food & drinks
December 1, 2, 3 - Paris Cookbook Fair
December 4,5 - World Cuisines Market
December 6 - French Gastronomy Day

Organized with:
www.en.agora-expo.com



The Rules for the Gourmand World Cookbook Awards

All books published between November 15 in one year and November 15 of the following year qualify for the awards dated the second year. The books in the Fund Raising category may be older.

The competition is free and open to all. There are no entry fees.

We accept books in all formats, digital is welcome, many entries are now both digital and on paper, with digital representing over 23%

Entries from publishers with less than 10 books per year represent 55% , and big publishers have 45 %

Television shows and videos have the same deadlines as books. The preferred format is high definition.

The Process



- The books have to first qualify in their country, to become a Winner. with results announced at the end of November.
- The winner is the product, and the whole team is welcome at the awards event the next year.
- They represent their country in the “Best in the World” competition, which are proclaimed the following year.

The Objectives



- To reward and honour those who “cook with words”.
- To help publishers with international rights to translate and distribute food and wine books.
- To help food and wine tourism
- To create an opportunity to access the major markets in English, German, Spanish or French, Arabic, Chinese, etc.
- To increase knowledge of , and respect for, food and wine culture, which promotes peace.

Gourmand Awards 2009 La Comedie Française, © Denis Nidos

THE JURY

National jury for Winners



The competition is by countries which gives an equal chance for books from all countries to reach the international level. There is one jury for each country. When countries have different languages, there is one jury per language. For these awards, countries are based on the United Nations members list, plus the regions that have their own internet code, such as .ax for the island of Aland, .nc for New Caledonia, .hk for Hong Kong, etc.

Some juries have over 15 members, mostly in Europe, while some others are very small. We do not count books at the national level. Books are considered for several categories before settling in a category or being eliminated.

Edouard M. Cointreau as founder is part of all juries.

International Jury for the Best in the World



PERMANENT MEMBERS

- Edouard M. Cointreau, President and Founder
- Edouard Cointreau, Gourmet Gallery, Frankfurt Book Fair
- There are 3 other members

ROTATING MEMBERS

The international jury has usually five members. There have been over the years nine other members of the international jury. In total there have been 14 different members.

Remaining on that jury many years is important as experience is the key. Having seen thousands of cookbooks from dozens of countries is a must.

The intense lobbying of a few potential winners have made it very uncomfortable to publish names. The excessive gratitude of the happy Best in the World or the bitterness of bad losers is equally embarrassing. Jurors have lost friends who blamed them for not winning.

Our awards would not be the same today without the dedicated help of our sorely missed friends and jurors:

- Dun Gifford, President of Oldways, USA
- Óscar Yáñez, librarian, Spain
- Rene Renou, INAO, France

Independent National Cookbook Awards

We welcome the many independent national cookbook awards. We all share the objective of helping and promoting food and wine books. We take into account their results whenever possible. Our categories and criteria are often different. Our focus is the international potential of books, seldom considered in national awards.

Germany - German Academy of Gastronomy Awards

Ireland - Eurospar Cookbook of the Year

Spain

- Academy of Gastronomy awards,
Rafael Anson, president

Sweden

- Arets Svenska Maltidslitteratur. Swedish National Awards, Carl Jan Granqvist, founder, Christina Moller, chair.

UK - Guild of Food Writers Awards

USA - IACP Cookbook Awards
- James Beard Awards

Reviews

Amazon readers reviews are very useful

Cookbook bookstores newsletters and websites are very important.

Australia: Cookery Book, New South Wales

Canada: La Librairie Gourmande, Montreal

France: La Librairie Gourmande, Paris

France: Athenaeum, Wine Books, Beaune

Italy: Bibliotheca Culinaria, Lodi

Spain: Libreria Aliana, Madrid

USA: Kitchen Arts and Letters, New York

The Categories



© Max Jurisch

Television



The categories for each entry are chosen by the jury, to maximize the chances of winning. There are many other local or national awards for food and wine books, with many different categories. Usually national awards have 20 to 30 different categories.

In order to fully represent the diversity of food and drink publishing around the world, Gourmand World Cookbook Awards have more categories. This also gives a chance to win for more countries. With a higher number of countries and regions participating, the Gourmand Awards have less than half of the number of competitions than the Olympics. There are 115 categories for Food, 30 for Drinks, and 10 for Food and Drink television. The Olympics have over 300 competitions that give Gold medals, giving every country a chance. The public and the media are interested mostly in the results of their own country.

Food books are regrouped in 6 groups of Awards, for publishers, authors, lifestyle, subjects, geography and Charity cookbooks. The awards focus on food culture. Many categories welcome books with no recipes.

- Gourmand gives 10 Awards specifically linked to food television. This is unique in the world.
- Edouard Cointreau has produced over 200 food and wine television shows, in Europe, the Middle East and China.
- The television stars are included in the Chefs Show Kitchen and the Awards. They can have their own stands for food television, and their own conferences.

The Impact of the Gourmand World Cookbook Awards



Quino. Gourmand Awards 2009. © Denis Nidos



Graham Harvey and Sheila McConachie, getting their Gourmand Award for Whiskey Kitchen. © Denis Nidos

- Winners books get more visibility in the marketplace and higher sales, often with new print runs.
- Translations and international rights deals are negotiated.
- Winners use self-adhesive stickers to announce their award to the public. They issue press releases in their local markets, which helps make the Gourmand Awards known worldwide. The winners give permanent presence to the awards on their internet sites, in publishers catalogs and in the following books and authors biographies.
- The impact is worldwide, through television and other media.

A majority of the Awards winners are also journalists, about 60%. They give access to world media.

Television – Dozens of winners get on television, broadcasting segments of the Awards show.

Printed media – Over 3000 press articles each year.

Digital – The winners announcements are everywhere on internet, on blogs, websites, social media, and stay there for years.

“Awards are amazing things. When you win, you really believe in them, when you don’t, you pick holes in them. Having been a professional judge of many different things, including food, wine, cooking, recipes, books, radio and television, I know how difficult a job it is.

What doesn’t change is the effect awards have on sales. They really do help. It’s particularly important for the small market we have here in NZ. Our books are competing with zillions of others coming in from overseas. It is fantastic to have international recognition for NZ books”.Julie Biuso, Author. New Zealand

Sharing Food and Wine



Food and wine is today shared worldwide thanks to food television and cookbooks.

- Culture – It is a global culture built with a puzzle of an infinite number of local cultures
- Business – It is a global market for business
- Tourism – Food and wine are now the number one appeal for tourists
- Society – It is a community, with worldwide network
- Nations – It is a key aspect of the image of countries
- Health – It is a most important component of human health
- Glamour – Cookbooks give glamour to their authors, food television makes stars with chefs, owning a winery is the dream of millionnaires who have everything.
- Harmony and peace – Sharing food and wine through cookbooks and food television brings mutual understanding, harmony and peace. It has the same inspiration as the Olympic spirit.

The Gourmand Awards and Tourism



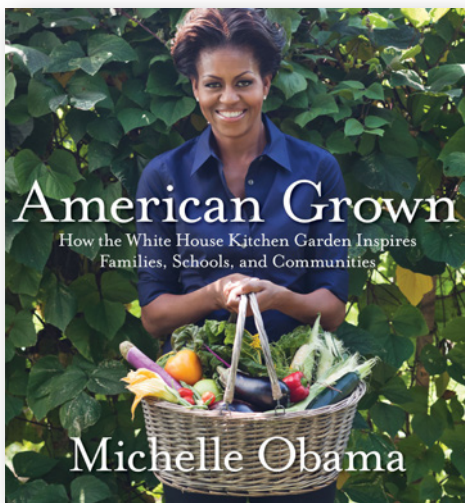
- Food is number one of the positive criteria for tourists, increasing from 25% fifteen years ago to 38% in 2013. The two other top criteria are negative, eliminating destination for security, and cost.
- The Awards are an opportunity to show the best to opinion leaders and media. It builds image.
- Market research has evidenced that one dollar spent on the Awards event is multiplied more than thirty times in media impact. (Australia and Malaysia events research).
- The trend is for more local tourism by international tourists, after the first step of the national / capital tourism.
- Food gives a true vision of people and their country. It is very convincing, easy to understand and share.

Present at the Awards Ceremony



- Ambassadors – Thirty six embassies attended the Gourmand Awards in May 2014.
- Foreign authors – Over 60% of the authors also work with the media, in print, radio, internet or television. This is very important for the promotion of the Awards.
- Cookbook writers – Women 57%, men 43%
- Wine book writers – Women 25%, men 75%
- Foreign publishers – Professional 77% , in 2013
- Self-published (8%) – This category is increasing quickly because of e-books and digital technology- In the USA, there are 3 times more self-published cookbooks than trade publishers cookbooks.
- Public institutions (12%) – More and more ministries, public institutions, museums, foundations and chambers of commerce participate.
- Hotels and restaurants (3%)
- National – Every year the national guests are approximately one third to one half of the guests, depending on space

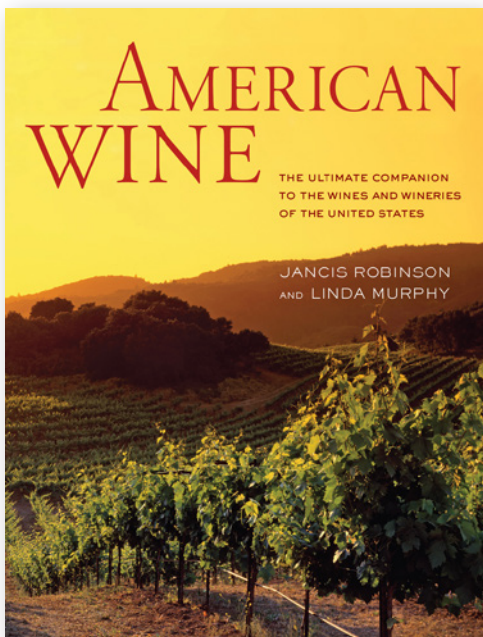
Leaders Write Cookbooks



Leaders have understood the strong impact of cookbooks, and that writing a cookbook has value and gives glamour. It is very useful socially.

- USA – Michelle Obama, Oprah Winfrey
- France – Jacques Chirac
- Germany – Chancellor Kohl
- UK – Paul McCartney
- Actors – Eva Longoria, Gwyneth Paltrow, Gérard Depardieu
- Sport – Novak Djokovic

University Press and Cookbooks



- Universities publish many food and wine books, showing their importance for culture.
- These University books are in 4 groups of themes, sometimes combined :
 - Health & Food
 - Culinary history and sociology
 - Local area interest, close to the university
 - Drink, showing the biggest growth
- These books sell well and are translated internationally, because of the content's value
- The growth is quick in the Gourmand Awards, multiplied by 3 since 2007. We now have University Press books from over 80 universities in over 30 countries
- They win major awards, for instance :
 - Best cookbook publisher in the world, 2004 – Universidad San Martin de Porres, Peru
 - Best wine book publisher in the world 2010 – University of California Press, USA

Copyrights and Cookbooks



- Professionals come to the Gourmand Awards for Honors, and also business. The copyright trade is fundamental for the success of the Gourmand Awards.
- Cookbooks are a global market. A cookbook that sells well in one country will sell well in others.
- The major sellers are the US, the UK, France, Japan, Italy, Spain.
- The major buyers are Northern Europe, Eastern Europe, Asia, Latin America.
- The copyright international sales often make the difference between profits and losses for a book. It can become very profitable.
- It is a multiplication of small deals in many countries, rather than one big deal. That is why it is so important to have many countries in the Awards. Small streams make big rivers.
- We have long term partnerships with the Frankfurt Book Fair and the Beijing International Book Fair to manage their International Food and Wine Galleries, with numerous stands, products tastings, business centers for the foreign rights trade, and show kitchens.



The participating Countries and Regions



1995-2020

**Best of
the
Best**



2005	67
2007	107
2009	136
2010	154
2011	162
2012	171
2013	187
2014	205
2015	209
2016	211
2017	215
2018	216
2019	225
2020	225
2021	227

The 2012 Olympics had 204 participating countries, for 303 competitions/categories.

The United Nations have 193 members.



E-mail: edouardcointreau@vip.163.com
www.cookbookfair.com

