



# GOURMAND MAGAZINE

The International Cookbook Revue Issue 17 / December 2011

Photo: MPL Communications / MJ Kim

## The Meat Free Monday Cookbook

### **PLUS:**

- **The Art of Carl Warner**
- **Practical Cookbooks from Canada**
- **Vegetarian Cookbooks from 40 Countries**

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INTERACTIVE



(COVER: MPL COMMUNICATIONS, MJ Kim)

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## The Gourmand World Cookbook Awards 2012

# Here are the First Winners

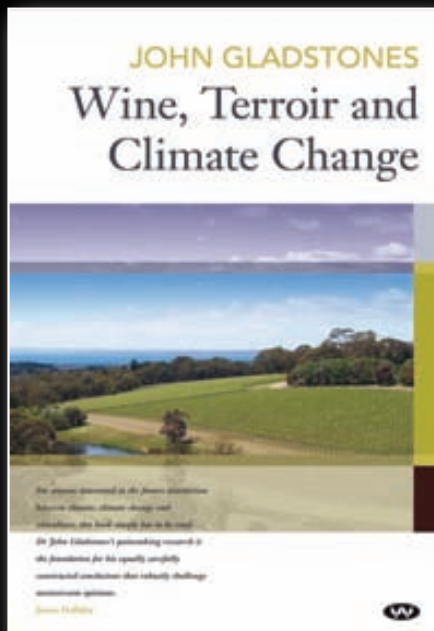
The Gourmand World Cookbook Awards have closed for 2011 on November 15, 2011. A total of 162 countries participated this year, after 156 last year. The selection by categories for each country will be announced on December 15, 2011. They qualify for the "Best in the World" competition. Results are announced at the Awards Ceremony at Theater Folies B erg re in Paris, March 6, 2012, the day before "Paris Cookbook Fair" March 7-11, 2012. **Traditionally, the first global winners are announced before the country winners.**

"Cookbook Publisher of the Year":  
**Matthaes, Germany.**

With consistent quality in content and production, Matthaes has become the leading publisher in German of cookbooks for professionals and all serious readers of culinary books.

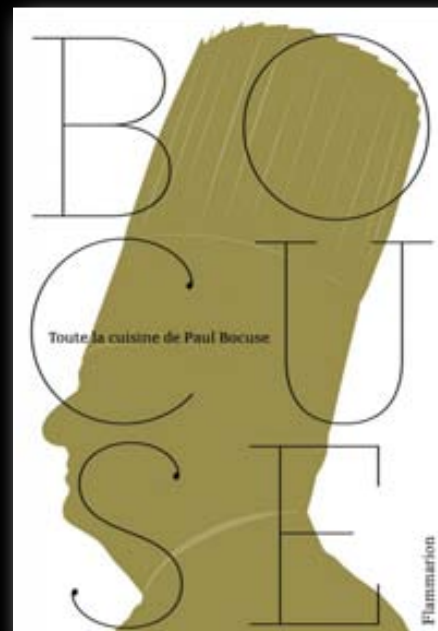
"Wine Book Publisher of the Year":  
**Hardie Grant, Australia.**

A spectacular publishing program of multiple titles to quench the thirst of Australian and foreign readers for wine information and culture.



Wine Books Hall of Fame:  
"Wine, Terroir and Climate Change" by Dr. John Gladstones.

Optimistic conclusions on the subject that is the number one long term worry of wine, based upon much research and analysis.



Cookbooks Hall of Fame:  
"Tout BOCUSE" by Paul Bocuse.

The simple, yet definitive book by the most respected Three Star Chef in the world. The Master, "Monsieur Paul".





Discover the Canadian Cookbook publisher Robert Rose

# Cookbooks that give Joy and Satisfaction

His company is one of the main publishers of practical cookbooks with a print run of some millions in English, German, Russian and Chinese. But in its own home country the publishing house Robert Rose still has problems to reach all readers. Due to history Canada is bilingual, mostly English, but French in the Quebec region.

“The difference is not only in the language, but also in the mentality”; says Robert Dees (picture), Managing Director at cookbok publisher Robert Rose. So his company’s market is even more in the USA than in Quebec. „A

French publisher in Canada would have bigger problems, because the people in France won’t accept a Canadian author as easy as all the English speaking countries do with our books“, explains Robert Dees.

During the more than 30 years of publishing cookbooks Robert Rose has captured his very own segment. „We are not publishing coffeetable books“, says Robert Dees. „Our books are for people who really want to learn how to cook, upgrading their skills or want to learn more about nutrition, products and health.“ Robert Rose does not have big chefs as

authors - name dropping is not part of the company’s philosophy. Robert Dees: „The topic is more important than the author’s name.“ But the publisher has a loyal bunch of authors that are writing most of the books. „You need special skills to write a practical cookbook“; says the Managing Director. „We want our readers to be sure, that a recipe works when cooking it the way we explain it. This is a big challenge for our authors and photographers. And before we publish a book we test every recipe several times.“

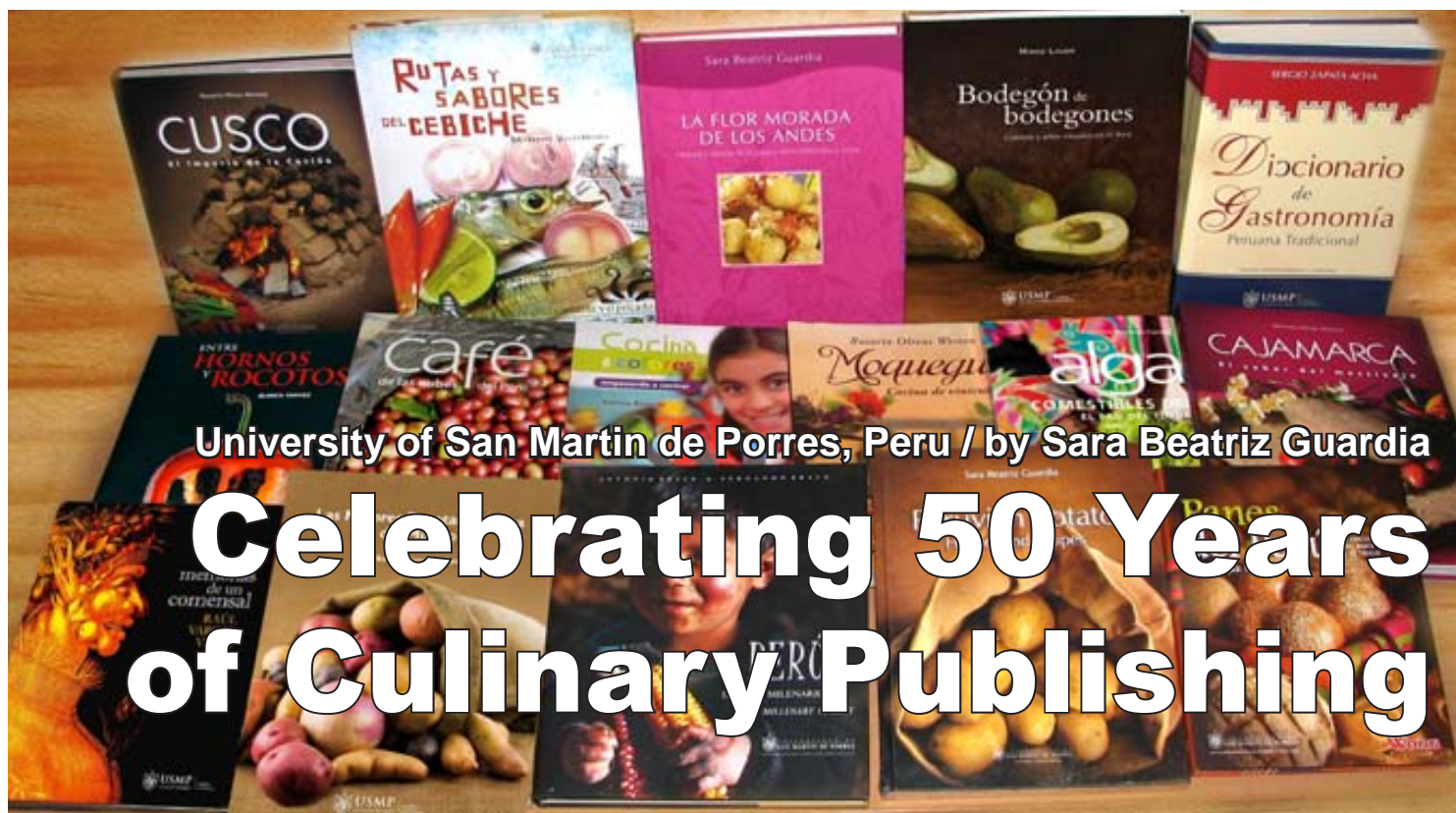
But anyway sometimes Robert Dees receives

letters from readers explaining him that a recipe hasn’t worked properly. „Mostly we then realize that we had assumed a bit to much. But our aim is to help our readers, so we are thankful for every advice.“

Robert Rose’s philosophy is to publish books that help the readers and give him joy and satisfaction in cooking. „Isn’t that what cooking at home should be about?“

Find out more about **the the fascinating cookbooks by Robert Rose on the website: [www.robertrose.ca](http://www.robertrose.ca)**





University of San Martín de Porres, Peru / by Sara Beatriz Guardia

# Celebrating 50 Years of Culinary Publishing

The University San Martín de Porres is the leading publisher in South America for culinary research and history.

With thirty thousand students, eight faculties and twenty eight professional careers, the University of San Martín de Porres reaches its 50th anniversary in 2012 as one of the most prestigious universities in Peru and Latin America, and with a definite leadership in the publication of culinary books.

According to Edouard Cointreau, President of Gourmand World Cookbook Awards, the Faculty of Communication Sciences, Tourism and Psychology, under the leadership of its Dean, Dr. Johan Leuridan Huys, „has created over the years the best publishing program of cookbooks

and culinary history of any college or school in the whole world.” In fact, Johan Leuridan Huys was recognized as “Best Cookbook Editor of the World” by Gourmand World Cookbook Awards 2005.

In recent years, the fame of Peruvian cuisine has spread beyond national borders and has been subject of a thorough research from expert chefs and gourmets as well as anthropologists, historians and social scientists. The university currently has about 70 culinary books published, plus cuisine workshops, a culinary demonstration auditorium, the Institute of Wine and Pisco, and soon to be opened the School of Chefs. They have the support of the important Peruvian and Latin Ame-

rican Cuisine Library for gastronomic research.

The Faculty of Communication Sciences, Tourism and Psychology at the University of San Martín de Porres is the only institution in Peru that conducts a systematic and continuing research and publishes books on Peruvian cuisine from a culinary, historical, cultural and social perspective.

“One hundred centuries of bread” by Fernando Cabieses, shows the nutritional treasures of ancient Peru in the context of a large mosaic of historical, ecological and geographical aspect. “The Purple Flower of the Andes” by Sara Beatriz Guardia, is the first book written on the potato from a historical, cultural and culinary perspective, translated

into English and French.

Another important contribution is “Peru’s Milenary Legacy” by Antonio Brack, which shows the great natural and cultural heritage of Peru, where plants and animals were domesticated 10,000 years ago. The “Dictionary of Traditional Peruvian Gastronomy” by Sergio Zapata, comprises more than 3000 entries, of which 60% are local foods and drinks. Finally, “Lexical semantic analysis of the kitchen” is a study of the culinary terms in Quechua (Inca) language by Julio Calvo.

**The University of San Martín de Porres will be present at Paris Cookbook Fair 2012 to celebrate its 50th Anniversary with its international friends.**

Foto: MPL Communications / M.J Kim



Kyle Books publishes the “Meat Free Monday Cookbook“

# Paul McCartney's Vegetarian Cookbook

He is the most popular rock-musician alive and perhaps the best known vegetarian on this planet: ex-Beatle Paul McCartney. He is certain that the world would be a better place, if everyone lives a vegetarian life. But he is realistic enough to know, that this wish won't come true and to ask for it is like charging at wind-mills. Therefore he has started the “Meat Free Monday“-campaign two years ago together with his daughters Stella and Mary.

The idea is simple: Instead of becoming a complete vegetarian, people should eat meat-free dishes on one day of the week: on Monday.

“By making a simple change in the way you eat, you are taking part in a world changing campaign where what's good for you is also good for the planet”, says Paul McCartney.

Eating less meat is obviously better for the animals, because fewer animals have to live a life in the meat mass-production. And it is better for our planet: Fewer animals produce less a climate killing gas and fewer parts of the rain forest have to be cleared for the big herds.

To give people, who want to join the campaign, a guideline on what to cook on Mondays from now on,

the McCartney-family has published the “Meat Free Monday Cookbook” with 312 recipes, including including breakfast, lunch, side snacks, dinner and dessert for every Monday of the year. Besides the McCartney-family more than 40 celebrities have contributed their best vegetarian recipes, for example actor Kevin Spacey, model and actor Pamela Anderson, celebrity chef Bryn Williams and many more.

For Paul McCartney the “Meat Free Monday Cookbook” has been an affair of the heart. “He was involved in every part of the project”, says Kyle Cathie, director of

the publishing house Kyle Books, who released the “Meat Free Monday Cookbook”. “This is not a project of a celebrity, who only gives his name to help a charity. The campaign and the book are projects that have developed from Paul McCartney's deep belief, that being a vegetarian is good for the planet, the animals and your personal health.”

More about the “Meat Free Monday” **campaign:**  
[www.meatfreemondays.com](http://www.meatfreemondays.com)

If you are interested **in the foreign rights** of the book, contact:  
Kyle Cathie:  
[kyle.cathie@kylebooks.com](mailto:kyle.cathie@kylebooks.com)



## 40 Vegetarian and Vegan Countries

# The Best Gift is a Vegetarian Cookbook

After years in the culinary niche eating vegetarian has become a worldwide trend. Even vegan becomes more and more popular. Thanks to their healthy approach people, especially in the western countries, like to eat vegetarian.

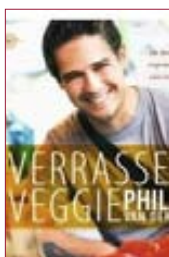
Most of them won't give up eating meat, but do it with more awareness and more seldom. Here are remarkable vegetarian and vegan cookbooks from 40 countries - everyone a nice Christmas present. Not only for vegetarians.

## AUSTRALIA

**Veg-In**  
Flip Shelton  
(Wakefield Press)

**Vegetarian**  
Alice Hart  
(Murdoch Books)

**Eating for the Seasons**  
Janella Purcell  
(Allen and Unwin)



## AUSTRIA

**99 Genüsse**  
Ute Woltron  
(Brandstätter)

**Wir haben es satt**  
Iris Radisch, Eberhard Rathged  
(Residenz)

## BELGIUM

**Verassend Veggie**  
Philippe van den Buick  
(Linderoever)

## BRAZIL

**Natureza para Comer**  
Nilu Hebert, Helena de Castro  
(Europa)

**A Cozinha Vegetariana de Astrid Pfeiffer**  
(Alaude)

## CAMEROUN

**Utilisation des Plantes par les Pygmées Baka**  
Robert Brisson  
(L'Harmattan)

## CANADA

**The Vegan Cook's Bible**  
Pat Crocker  
(Robert Rose)

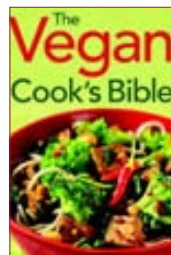
**Peas and Thank you**  
Sarah Matheny  
(Harlequin)

**Vegan on a Shoestring**  
(The People's Potato)

**Pas Besoin d'être Végé pour Aimer ce Livre**  
35 Grands Chefs  
(Editions Balthazard-Martel)

**The Desert Rose Café**  
Resa Lent  
(Desert Rose)

**Vegetarien Parfois, Souvent ou Passionnement**  
Vincent Gratton, Isabelle Hulot, Jerome Ferzen  
(La Prese)



**Faites en Tout un Plat**  
(CBDAL)

**Le Grand Livre de la Cuisine Vegetarienne**  
Igor Brotto, Olivier Guiriél  
(Editions de l'Homme)

## CHILE

**Cocina para el Alma-Recetas Vegetarianas que Alimentan la Paz**  
Heidi Dettwiler  
(Catalonia)

## CHINA

**Vegetarian Low-Carbon Living**  
(Baihua Arts Press)

**Be a Vegetarian**  
Wang Yitong  
(CHLIP)

**Soy Milk Health**  
Zhang Ye  
(CHLIP)

## CROATIA

**Preporuka Chef**  
Turtko Sakota  
(Planetopija)

## CZECH REP.

**Varim Laskou Bez Lepku, I Cook with Love, Without Gluten, Milk, Egg**

Zuzana Kobikova,  
Dr.Petr Prehníl  
(Kobikiva)

## DENMARK

**Rent Vegetarisk**

Steen Larsen  
(Gyldendal)

**Spis Godt Raw Food**

Gitre Heidi Rasmussen  
(Gyldendal)



## ESTONIA

**Essential Nourishment**

Martha Blossfeldt  
(Essential)

## FINLAND

**Paputyttö Ja Vohvelisankari**

Raisa Kettunen  
(Moreeni)

**Saa Valvata**

Saara Törmä  
(Like)

## FRANCE

**Le Gout des Légumes**

Ségoleine Lefebvre,  
Michel Portos  
(Feret)

**Le Cri de la Carotte**

Sandrine Delorme  
(Les Points sur les I)

**Proteines Vertes**

Christophe et Celine Berg  
(La Plage)

**Veggie, Je sais Cuisiner Vegetarien**

Cléa  
(La Plage)

**Confessions d'une Mangeuse de Viande**

Marcela Iacub  
(Fayard)

**La Vache à Lait, Notre Consommation, Leur Martyr**

Michelle Julien  
(Éditions Ducygne)

**Les Fondateurs de l'Agriculture Biologique**



Yvan Besson  
(Sang de la Terre)

**En Cuisine avec Alain Passard**

Christophe Blain  
(Gallimard)

**Paris Vegetarian Restaurants Guide**



Rashmi Uday Singh  
(Times of India)

## GERMANY

**Die Vegetarische Kochschule**

Christel Kurz  
(Christian)

**Sehr gut Vegetarisch Kochen**

Christian Wrenkhs  
(Stiftung Warentest)

**Vegan Kochen für Alle**

Björn Moschinski  
(Südwest)

**Vegetarische Verführungen**

Udo Eickenkel  
(Blu)

**American Veggie**

Irmela Erckenbrecht  
(Pala)

**Vegan for Fun**

Attila Hildmann  
(Becker Joest Volk Verlag)

**Veganes fürs Fest**

Heike Küger-Anger  
(Pala)

**Peace Food**

Ruediger Dahlke  
(GU)

**Ayurveda Im Alltag**

Carola Ruff  
(Buchverlag für die Frau)

**Die Ayurveda Ernährung**

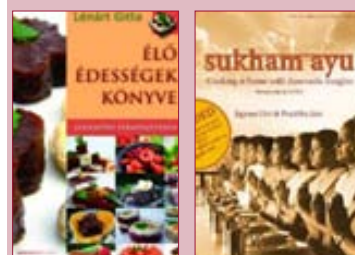
Kerstin Rosenberg  
(Südwest)

**Wurst und Wahn, ein Geständnis**

Jakob Hein  
(Galiani)

**Vegetarisch für Fleischesser**

Rainer Schillings, Ansgar Pudenz  
(99Pages)



## GADELOUPE

**Delices de Plantes Creoles**

Dr.Jean Louis Longuefosse  
(Orphie)

## HUNGARY

**Elő Édességek Könyve**

Gitta Lenart  
(Bioenergetic Kiado)

## INDIA

**Why Onions Cry**

Vijee Krishnan, Nandini Silunkuman, D.Sathish Kumar Raju  
(Krishnan)



**Vegetarian Recipes for Healthy Living**

Mrs.Thangam Phillip  
(Orient Black Swan)  
**Around the World in Eighty Vegetarian Plates**

Rashmi Uday Singh  
(India Book House)

**Sukham Ayu**

Jigyasa Giri, Dr.  
Prathiba Jain  
(Pritya)

**Samayal – The Pleasures of South Indian Vegetarian**

Viji Varadarajan  
(Orient)

**IRELAND**

**For the Love of Food, Vegetarian Recipes from the Heart**

Denis Cotter



(Collins)

**JAMAICA**

**Healing Herbs of Jamaica**

Ivelyn Harris  
(Ahha Press)

**JAPAN**

**The Asian Vegan Kitchen**

Hema Parekh  
(Kodansha)

**KENYA**

**The Ultimate Collection**  
(Lions Club-Menengal)



**KOREA**

**Our Body wants Vegetables**  
(Hyeonamsa)

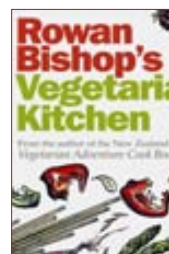
**ITALY**

**Nobili Scorpacciate Vegan**  
Renata Balducci  
(Quantic)

**La Cucina Etica, Cucina Vegan**  
Emanela Barbero, Alessandro Cattelan, Anna-laura Sagramora  
(Sonda)

**Verso la Scelta Vegetariana**  
Umberto Veronesi, Mario Pappagallo  
(Giunti)

**LAOS**



**Lao Cooking and the Essence of Life**  
Xaixana Champanakone  
(Xaixana)

**MALAYSIA**

**Vegemania**  
Mohana Gill  
(MPH)

**MAURITIUS**

**Srimati's Vegetarian Delights**  
Srimati Dasi  
(Createspace)

**NETHERLANDS**

**Puur Plantaardig**  
Antoinette Hertsenbergh, Jacinta Bokma  
(Karakter)

**Vis-Vega**  
Kamer 465  
(Snor)

**NEW ZEALAND**

**Rowan Bishop's Vegetarian Kitchen**  
(David Bateman)

**PHILIPPINES**

**Pinoy Vegetarian Cookbook**

Dolly Dy-Zulueta  
(Anvil)

**POLAND**

**Warzywa Faszerowane i Zapiekane**  
Praca Zbiorowa  
(Olimp Media)

**PORTUGAL**

**Cocina Vegetariana**  
Margaret Pereira-Müller  
(Colares)

**SERBIA**

**Cooking with Vesna**  
Vesna Vuy Novich Kovac  
(Vesna's un Kitchen-Ebook)



**SEYCHELES**

**Grow and Eat your own Food**  
Dr.Nimmal Jiva Shah  
(Nature Seychelles)

**SPAIN**

**El Metodo Naturista para Adelgazar**  
Dra. Maria Rosa Blanco, Dr. Josep Lluis Berdonces  
(RBA)

**Recetas Vegetarianas para Grandes Ocasiones**

Maria Pilar Iberia Gavina (RBA)

**Barzki Mokadu Gxoak**

Restaurant Kashazuri (Ttartalo)

**Crudo en la nevera**

Manual del Crudivvegano, Ana Moreno (Mundo Vegetariano)

**Com ser Vegetaria i no deixar de ser Catala en l'Intent**

Germa Coenders (Pascual)

**Cocina Ayurvedica**

Manuela Balakrishnan (Miraguane)

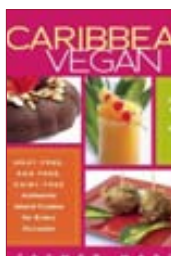
**Ayurveda, El Secreto Milenario de la Salud**

Pilar Franco de Sarabia (Espasa)

**ST. MARTIN ISLAND - CURACAO**

**Caribbean Vegan**

Taymer Mason (The Experiment)



**SWEDEN**

**Grön Jul, Vegetarisk Julmat**

Lena Brorsson Aminger (Bokskogen)

**Peace, Love and Food**

Renée Voltaire (Renée Voltaire)

**Raw Food**

Ulrika Davidsson (ICA)

**SWITZERLAND**

**Tibits at Home**

(At Verlag)

**Meine wilde Pflanzenküche**

Meret Bijsegger (At Verlag)

**Green Gourmet**

(Migros)



**De la Cueillette à l'Assiette**

Charmetan-Rivaud (Jouvence)

**TAIWAN**

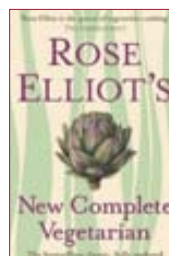
**Take a Bite of Freshness**

Liu Ban-Chaun (Tsai Idea Co.)

**UK**

**Meat Free Monday Cookbook**

Paul, Stella, Mary McCartney (Kyle Books)



**Plenty**

Ottolenghi (Ebury)

**The Bumper Vegetarian Cookbook**

Good Housekeeping Institute (Collins and Brown)

**Veggiestan**

Sally Butcher (Anova Books)

**Being a Vegetarian**

Deborah Chancellor (Franklin Watts)

**Vegeterranean**

Alberto Musacchio (Simon and Schuster)

**Rose Elliot's New Complete Vegetarian**

(Harper Collins)

**River Cottage Veg Every Day**

Hugh Fearney-Whittingstall (Bloomsbury)

**USA**

**Raw Star Recipes**

Bryan Au (Fast Pencil Premiere)

**The Occasional Vegetarian**

Elaine Louie (Hyperion)

**Veganist**

Kathy Freston (Weinstein Books)

**125 Gluten-Free Vegetarian Recipes**

Carole Fonster (Avory)

**Appetite for Reduction-low fat vegan**

Isa Chandra Moskowitz, Matthew Ruscigno (Da Capo)

**Big Vegan**

Robin Ashell (Chronicle)

**Candle 79 Cookbook**

Joy Pierson, Angel Ramos, Jorge Piñeda (Random House)

**Ani's Raw Food Kitchen**

Ani Phyto (Avalon)

**The Hot Knives Vegetarian Cookbook**

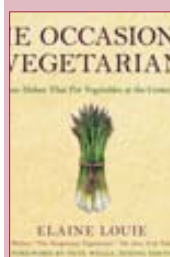
Alex Brown, Evan George (Random House)

**Vegetarian Entrees that won't leave you hungry**

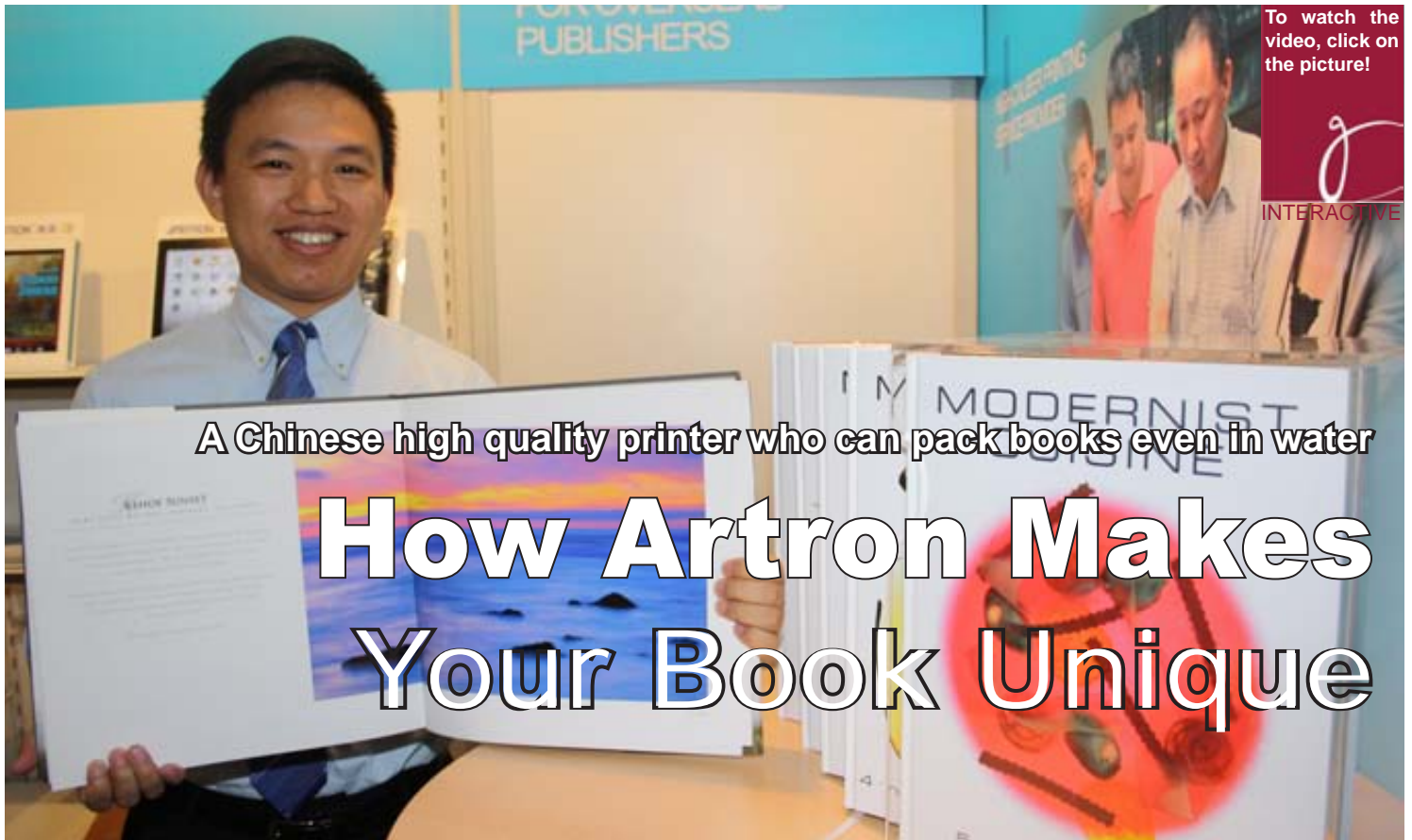
Lukas Volger (The Experiment)

**Italize my Cooking**

Wollette Mikael (Aughor House)







To watch the video, click on the picture!

INTERACTIVE

A Chinese high quality printer who can pack books even in water

# How Artron Makes Your Book Unique

Unique books are unique challenges for everyone involved. When looking for a printer for “Modernist Cuisine” Nathan Myhrvold, Chris Young and Maxime Bilet where in search for someone who was able to manifest their ideas in a book so special as the whole concept. The 1993 founder printer Artron from China turned out to be the perfect partner. The company was founded by graduates from Beijing Institute of Printing with the aim that printing service should be a combination of art and technology. Furthermore, it should convey the aesthetics and creativity from artists to bigger audiences. Therefore the company’s name Artron is a combination of the words “art” and “electron”. Artron is not only a prin-

ter. They focus on high quality art books, mostly extremely expensive and strictly limited. Legendary are their sports chronicles with 1.5 square meters in size and a weight of 30 kg for approximately 5,000 euros.

“The books we print are special”, says Marketing Director Peter Peng (picture). “We want to make this uniqueness visible – not only in the printing, but in the packaging, form and material of the whole book.” Therefore Artron has its own creative department only for binding and packaging. “If you are creative enough you will find out that nearly nothing is impossible”, says Peter Peng. Artron gives the book the packaging and binding that fits perfect-

ly with the content and concept – leather, wood, stone or even water! “To pack a book into water was perhaps one of our biggest challenges”, says the Marketing Director, “but the result has been beyond all expectations. And it is a good example for what is possible if you work together with a company of book lovers, who are always looking for the perfect publication.” So it is Artron that invented for “Modernist Cuisine” the printing of pages where you can wipe away the kitchen dirt. Peter Peng: “Working with the Modernist Cuisine-team has been perfect, because we have been part of the concept right from the beginning. So we were able to bring in our ideas into the book. I think if your aim is to publish a

perfect book, you should always get in touch with the printer before the work really starts.”

For the future Peter Pang is sure that the demand on high quality books will be rising, while normal books will be losing compared to ebooks. “Printed books still have a future, when they satisfy the longing of book lovers for masterpieces of the art of printing. I think our books are masterpieces. You will never throw away one of our books. We love books and we print them for people who are in love with books too.” Artron will be present at Paris Cookbook Fair.

[www.artron.com.cn](http://www.artron.com.cn)

More about the printing of „Modernist Cuisine“ by ticking here.



To watch the video, click on the picture!



**The British photographer about the Paris Cookbook Fair poster**

## Carl Warner Explaining his Art

He is one of the most unique photographers in the world: Carl Warner from Britain takes pictures of landscapes made of food. For Paris Cookbook Fair 2012 he has created "The Paris Boulevard".

A tricky picture. What looks as painting of a typical view on the Eiffel Tower, turns out to be a universe of cheeses, ham, beans, cherries and

much more. "I choose views and perspectives that people understand directly, because they are used to them by classical paintings. So you get directly into the picture and then on the double take they find out that it is made out of food", he explains.

Warner staged and shot the picture in his own studio in London. He bought all the ingredients on his

local market in London.

Watch him explaining the Paris Cookbook Fair poster with all the ingredients exclusively for Gourmand Magazine [here](#).

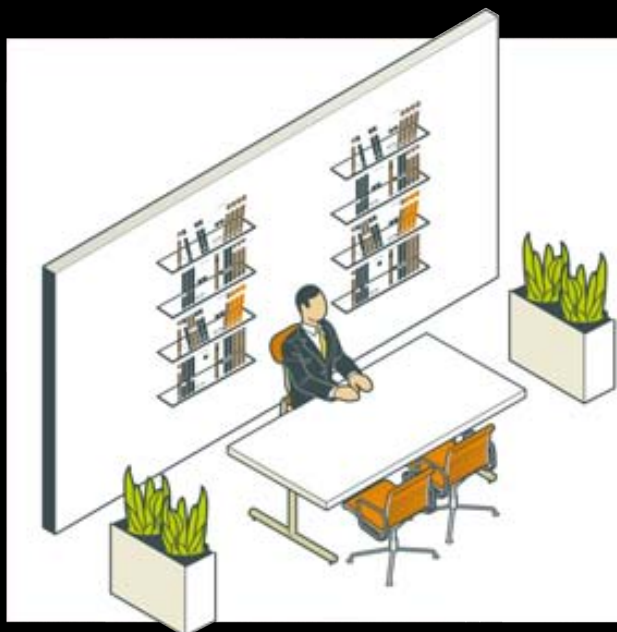
**At Paris Cookbook Fair Carl Warner will show some of his works and will bring his Eiffel Tower made of Curly Wurly.**

**Win a signed Paris Print!**

Exclusively for Gourmand Magazine, Carl Warner has signed 5 DIN A4-prints of his Paris Cookbook Fair poster. If you want to win one, send a mail with "Carl Warner" as the reference to [editor@gourmand-magazine.com](mailto:editor@gourmand-magazine.com)



# Become Part of Paris Cookbook Fair



## TRADE STAND

The trade stand allows publishers to exhibit at the fair during the three professional days, and leave during the two public days. The fair will put the exhibitor in contact with the bookseller in charge of selling the books during the public days.

Each trade stand is located in the main hall ( the beautiful Nef Curial, built in 1894 ) has wooden walls covered with brushed-cotton fabric, 2.50 metres high, floor carpeting, 1 exhibitor sign + stand number, electrical box (3 KW), tracklighting, one table, three chairs and eight shelves.

It includes your listing in the catalogue ( Full access to the directory of the cookbook market ), two Five-Day Passes, two invitations for the Grand Opening Party, two invitations for the Gourmand Awards Ceremony at Les Folies-Bergère.

1.500 Euros  
(excluding taxes)

## RIGHTS TABLE

The rights table allows publishers, authors and agents to exhibit at the rights center of the fair during the three professional days, and leave during the two public days.

It includes your listing in the catalogue ( Full access to the directory of the cookbook market ), two Five-Day Passes, two invitations for the Grand Opening Party, two invitations for the Gourmand Awards Ceremony at Les Folies-Bergère.



650 Euros  
(excluding taxes)



## VIP PROFESSIONAL PASS

The VIP Professional is listed in the fair catalogue along with the exhibitors. The listing includes a short description of the activity, and the contact address. The catalogue is available to exhibitors and VIP Professionals in the months before the Paris Cookbook Fair.

It includes your listing in the catalogue (full access to the directory of the cookbook market), two five-day Passes, two invitations for the Grand Opening Party, two invitations for the Gourmand Awards Ceremony at Les Folies-Bergère.

350 Euros  
(excluding taxes)



## PROFESSIONAL VISITOR

The badge includes is a five-day pass and gives full access to the rights center.

50 Euros  
(excluding taxes)

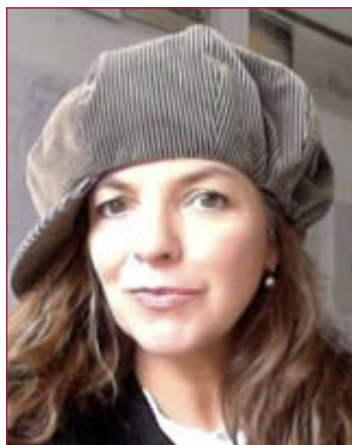
# News from the Gourmand Family

Gourmand World Cookbook Awards winner **Ragnar Fridriksson** is now the Director of the Paris Office of WACS, the World Association of Chefs Societies. WACS President Gissur Gudmundsson visits the office this December, hosting a party at the Iceland Embassy in Paris. Icelander Fridriksson is a champagne expert connoisseur and writer, residing in France for many years.

**Spanish Ham Montánchez** is the best ham in the world, according to a blind tasting of November 30. It is the ham of Monsalud, the company of football stars of the Real Madrid Sanchis and Butragueño, and singer Miguel Bose. It will be offered at **Paris Cookbook Fair** on the stand of Bread and Roses, with Philippe Pantoli.

The **Gourmand Yearbook 2012** will feature all countries winners books competing for "Best in the World", with each cover in full colors. This will give it 50% more pages than last year. It will also include the catalog of **Paris Cookbook Fair**,

with contact details of all exhibitors and VIP Professionals. The front and back covers of the



Yearbook 2012 will be designed by **Michaela Drux** (picture), from Zurich, Switzerland.

**Jewish cooking** is honoured this year by outstanding books, from Colombia to Germany, in more countries than ever. Because of their unusual diversity **Paris Cookbook Fair** will dedicate a special exhibition to them.

The **East Eat Group Magazine "Culinary Artist"** from China will publish a lead article on a foreign chef in every issue together with wines, recipes and information about his country on 6 to 14 pages. The chef will be featured on the cover also. The first chef to appear in the magazine

has been **Chakall** in December, the next one will be **Alain Ducasse** in January. Other chefs that will appear in the monthly magazine are **Chef Ramzi** from Lebanon, **Alfons Schuhbeck** from Germany and **Matthias Dahlgren** from Sweden (All are winners of the Gourmand World Cookbook Award). Culinary Artist magazine has a printing of 160.000 copies. The East Eat group organizes BICC at the Olympic Stadium with Gourmand International, June 18-20, 2012.

**Alain Ducasse Édition** has released three new titles in its "Best of..." series. The books by **Alain Ducasse, Pierre Hermé and Jean-Francois Piège** have each more than 100 pages, they are hardcovers in full colour at a price of only 9,90 Euros.



After 50 years **Le Cordon Bleu** will have a new address in London in 2012. The new International Flagship School of Culinary Arts and UK Headquarters are located in the heart of London at 15 Bloomsbury Square, WC1 in a building on impressive 7 floors. You can watch a teaser with pictures of the new headquarter by ticking [here](#).

The Gourmand World's Best Cookbook 2009, "**God's Cook Book**" (Arcadian Lifestyle Publishing), is now available on its own website: [www.gods-cookbook.com](http://www.gods-cookbook.com). The book is a fascinating mixture of history, religion and recipes, God's Cook Book explores the spiritual traditions of the ancient Levant and how they influenced culinary development. It offers a unique insight into the holy books of the three Abrahamic faiths, (Christianity, Judaism and Islam), and their prescriptions for human nutrition, as well as practical guides allowing the modern-day cook to recreate classical dishes.

Send us your news:  
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