

G O U R M A N D
World Cookbook Awards

The Best in the World 2006

CHINA



Beijing, China
April 8, 2007

The Gourmand World Cookbook Awards came to China for the first time on April 7, 2007. Last year, at the awards in Kuala Lumpur, China had already won 3 major « Best in the World Awards » with « Best Chef » for Chef Du Gong Bei from the Huguang Guild Hall restaurant in Beijing, « Best Television Book » for CCTV, « Best Design » for China Light Industry (CHLIP).

In Beijing this year, CHLIP won the biggest award of all, the title of « Best Publisher in the World ». It is the cookbook market leader in China, with over 16% market share. Its books are very innovative, always trying to be the best in design and content. CHLIP joins the list of the prestigious best cookbook publishers in the world from past years:

2006	China – China Light Industry Press
2005	France – Les Editions Alain Ducasse
2004	Peru – Universidad San Martin de Porres
2003	Germany – Klett Cotta
2002	France – Larousse
2001	Spain – La Val de Onsera
2000	Great Britain – Grub Street
1999	Sweden – Prisma
1998	Greece – Vefa Alexiadou
1997	Germany – Gräfe und Unzer
1996	Australia – Murdoch Books

CHLIP wins in Beijing another Best in the World award in the « Best Easy Recipes » category for « 1288 Well Chosen Recipes », by Li Rui Fang. The author has sold over 3 million cookbooks in this series of practical books over the past years. It is written by the Vice-President of the China Association for Nutrition. She is retired from an army hospital where she was in charge of nutrition and diet. She has appeared in over 60 television shows, convincing the readers with her beauty and energy.

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Cookbooks published for television shows are very important. This is the case of Imperial Cuisine with the China Association of Cuisine and CCTV-Shandong television. It is published by Quino Dao Publishing, one of the 5 big cookbook publishers in China. The Imperial Cuisine show started in 2001. CCTV has started in Qing Dao the China Food Network which became national in September 2006. Here are now over 16 other Chinese TV food shows on this channel, and Imperial Cuisine continues to be a leader.

Another important region in China is Hainan, with Hainan chicken being as famous in the South as Peking Duck in the North. The book « Hainan-Tropical Paradise » wins the « Best Asian Cuisine Book » award in the world in Beijing. Hainan is a tropical island which can be said to be the Hawaii of China. It already has glamorous hotels, beautiful beaches, and receives many tourists, including 500.000 Russian tourists a year. The beautiful book is available in English-Chinese, Russian-Chinese and English-German. Author Rudolf Lantschbauer has received several Gourmand Awards in recent years: this publisher from Austria is also an expert on wines as well as one of the best photographers in Europe. Co-author Siegmund Kahlbacher has been a friend of Rudolf for years as they went to school in Austria together. Siegmund has been a resident of China for years, with special interest in the regions of China, such as Hainan and Shandong.

Quang Jude Peking Duck was also honoured with a « Special Award » of the jury. Quang Jude is the first and most traditional restaurant to specialize in Peking Roasted Duck, with several locations across town. It has published in 2006 a history of the Peking Duck in 4 small volumes in a box, for sale at the restaurant. The content has one illustration per page, similar to a comic book. The last 140 years covered in the book are a summary of Chinese and Beijing history seen from the point of view of the restaurant. It is one of the visits for most visitors in Beijing, for foreign and Chinese tourists alike.

Chinese tourists are now conquering the world. Michelin has published in October 2006 its first « Green » tourist guide in Chinese, for Chinese tourists who want to come to France. It has been edited for the special needs of the Chinese. Last year 600.000 Chinese visited France. The « Maison de la France », the « House of France » has even published an excellent book on how to receive better the Chinese tourists in France.

More information can be found on www.cookbookfair.com and in the Gourmand Yearbook 2007 which was published for the Gourmand Awards in Beijing. You can find over 30 cookbook publishers from China, and an important article about China cookbooks trends.