

GOURMAND
World Cookbook Awards

The Best in the World 2006

Japan



Beijing, China
April 8, 2007

The **Gourmand World Cookbook Awards** are the **Olympics** of the food and wine book sector. The first 10 years, the event has taken place in Europe, with Harumi Kurihara winning the top award the last year, in Sweden. Last year, the awards came for the first time to Asia, to Kuala Lumpur in Malaysia, where **Harumi Kurihara** was also present, receiving a Special Award at the welcome party with the **Prime Minister of Malaysia**.

This year, the awards have taken place in Beijing, China, on April 7, 2007. Japan won one of the most important awards, for the **Best Chef Book in the World** for **Kaiseki**, a cookbook about the exquisite cuisine of **Kyoto's Kikunoi** restaurant with **Chef Yoshihiro Murata**, and forewords by Ferran Adrià and Nobu Matsuhisa. It was the book that everyone wanted at the latest Frankfurt Book Fair in October 2006.

No Japanese chef book had won in this most prestigious category before. For instance the winners in recent years have been Thomas Keller (1999), Alain Ducasse (2000), Regis Marcon (2001), Heinz Beck (2002), Philippe Rochat (2003), Philippe Conticini (2004), and Du Gong Bei, of China (2005). Most of these chefs are world famous.

Japan received another **Special Award** for **Traditional Japanese Cookery History**, by **Nobuo Hapada**, published by **Shogatukan**. This book is a treasure which should be translated into many languages. In the West, there is now a superficial knowledge of a small part of Japanese cookery. This book goes much deeper in this vast culture, and gives excellent information.

More information on the awards is available on www.cookbookfair.com and in the 232 pages **Gourmand Yearbook 2007** published for the Beijing awards.

GOURMAND
World Cookbook Awards

Edouard Cointreau, President
Pintor Rosales, 50
28008 Madrid
Spain
Tel: +34 91 541 67 68
E-Mail: edouard@gourmandbooks.com

Fax: +34 91 541 68 21
www.cookbookfair.com

Bo Masser, Vice President
Brandtvagen 5 A
SE-712 32 Hellefors
Sweden
Tel: +46 70 6677 388
E-Mail: bo@massers.se