



# GOURMAND MAGAZINE

The International Cookbook Revue Issue 19 / February 2012



## Paris Cookbook Fair 2012

### **Discover:**

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- **Selling Foreign Rights**
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**Visit our new website with updated information about the Awards and the Fair:**  
**[www.cookbookfair.com](http://www.cookbookfair.com)**



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Paris Cookbook Fair 2012

# Welcome to the Capital of Cookbooks

From March 7 -11 Paris will again become the capital of the international wine and cookbook scene. The Paris Cookbook Fair will bring together publishers, authors, photographers, printers and journalists from all around the world.

At the event center „Le 104“ more than 120 exhibitors and more than 5,000 professional visitors will come together for 5 days of business, information, trend scouting and fun.

## Exhibitors

At the top level of Le 104, international publishers will have 65% of the space, up from 55% last year, while the French

have 35%. In fact, the foreigners were nearly all limited to trade stands, while the French have bigger individual stands. There are many more foreigners exhibiting, as their stands are smaller. For the French, selling to their public is very important, to balance their budget for the fair, as they usually do not take into consideration the sales of foreign rights in their budget. Until the past two years and Paris Cookbook Fair, there has been extremely little sale of foreign rights at book fairs in France. It was done in London or Frankfurt previously. At the lower level at Le 104, the space is evenly distributed. China, Malaysia, the Argentinian Wine Pentathlon and

the International Show Kitchen are on one side, with Italy and International beers. In the middle there is the Wine Bar. On the other side, we have the Book Binding Exhibition, L'Arrière-Cuisine, the French Show Kitchen, Rare Books and Bretagne.

## Fair Focus

China will be the Guest of Honor at Paris Cookbook Fair. In an exhibition the best cookbooks and wine books from China and about China will be shown. Great Chinese chefs, authors and publishers will be present and offer delicacies from the Land of the Middle.

Beer is the other focus of the fair. Besides an exhibition of beer books, breweries will present their products and publishers and authors invite for beer tastings according to beer book presentations.

## Show Kitchen

In the International Show kitchen you will see a celebrity chef performing every hour. Again in the French Show kitchen national chefs will show their skills and present their books.

On the following pages you will find many information about Paris Cookbook Fair, its events and your opportunities.



To sell or to buy foreign rights is the main aim of the Paris Cookbook Fair. Here publishers from the trade stands can discover new stars, unique books and upcoming trends. Gourmand offers them a unique platform to get in touch with each other (*picture above: Emmanuel Jirou Najou of Alain Ducasse Edition in talk with German publisher Evert Kornmayer*).

The demand for stands and right tables this year increased beyond all expectations of the organizer. So there was the opportunity to innovate. Gourmand decided to develop trade stands for the sellers, and the VIP Professional Registrations for the buyers,

or sellers with very few books. Gourmand wants the foreign rights trade to be very happy at Le 104. Edouard Cointreau: "We wanted to avoid having long rows of sad tables in a Rights Center, which make book fairs look like the factories in "Metropolis" or "Modern Times" films. We hope to make foreign rights a very pleasant and profitable business."

The trade in foreign rights of cookbooks is expanding very quickly. We are starting to see many books translations published this year which were negotiated at Paris Cookbook Fair last year. The trade in wine books is very active, thank to the demand from Asia mostly.

## A Taste of the Exhibitors (partial list)

Phaidon	Agnes Vienot
Prospect Books	Alain Ducasse Editions
Wine Appreciation Guild	Argol
Murdoch Books	Bibliothèque Gourmandes
Robert Rose	Le Cordon Bleu
Zabert Sandmann	Editions de l'Épure
99 Pages	Feret
Kornmayer	Flammarion
Matthaes	Hachette Pratique
Taschen	Larousse
Vefa Alexiadou	Marabout
Melhoramentos	Menu Fretin
Senac	Orphie
Arkaim-Astrel	P.U. de Bordeaux
Artron	Ed.U. de Dijon
CHLIP	P.U. Paris Sorbonne
East Eat	P.U. de Rennes
Qingdao Publishing	Sud Ouest Editions
Bibliotheca Culinaria	Utovie
U. San Martin de Porres	Casa de Velasquez



## Focus at Paris Cookbook Fair

# BEER!

Beer is a focus of this year's Paris Cookbook Fair. Not really noticed for a long time by the culinary world, Quality craft beer has become a major market success.

Paris Cookbook Fair gives Beer the attention of culinary professionals from all around the globe and will give inside views on this very interesting market, where multinational companies dominate, but small microbreweries have found their niche.

"More and more people want to drink a beer that is produced in a traditional way and respect the product", says Mathieu Breton, President of the French microbrewery Coreff.

"This market is not very big yet, but since our start we have reached steadily a bigger audience year after year." Coreff Brewery will present its beers at Paris Cookbook Fair together with many others breweries.

**This is what beer lovers and those who want to become one can expect:**

### The Beer Bar

Our partner Brewberry, with expert Cecile Delorme, will bring 250 beers from the whole world. We will even have our own microbrewery at the Beer Bar during Paris Cookbook Fair. Beer lovers should visit Brewberry. Before and after the

fair: Brewberry – 18 rue du Pot de Fer. 75005 Paris.

### The Beer Books Exhibition

Beer books are now the fastest selling drinks books worldwide. The exhibition of beer books will be next to the wine books, in the Beer/Wine Pentathlon room at the lower level. The selection includes the "Best in the World" winners of past years in the Gourmand Awards. Notice: This year 5 of the top 10 drinks books on Amazon.com were beer books at Christmas.

### The Beer Pentathlon

sharpen your senses and taste the different

types of beers offered to you. Learn to drink beer as a real connoisseur in this Beer Pentathlon. It will be alternating with the wine Pentathlon, in the same place, in the lower level of Le 104.

### Beer Tastings and Book Presentation

At the Wine Bar also Beer Tastings and corresponding book presentations will be held, including Cervezas Kunstmann from Patagonia, Chile, and others.

If you want to present your brewery or your beer books at Paris Cookbook Fair, please contact Yves-Laurent Svarc: [svarc.yves-laurent@orange.fr](mailto:svarc.yves-laurent@orange.fr)

# The Wine Bar Programme

## March, Wednesday 7th

Start	End	Country	Book	Wine tasting	Presentation
1030	1100				
1115	1145	Belgium	The art of making cocktails	La Pascaline, une liqueur oubliée	Michael Keisers
1200	1230	USA	How to import wine	Chapel Hill, Mc Laren Vale, Australia	Deborah Gray
1245	1315		The Economy of Beer	Beer	Joe Swinner
1330	1400	France	Saint Emilion	Saint Emilion	Philippe DUFRENOY
1415	1445	Italy	Ampelografia	Italian wines	Giacoma Lorenzato
1500	1530	Greece	Dark cellar	Greek wines	M. Tzitzis, C. Fragou
1545	1615	China	Vins et alcools chinois	Ningxia wines	Ma Zhen
1630	1700	Argentina	Sommelier Urbano	Malbec	Martin EMBON
1715	1745	USA	Seasons of a Finger Lakes Winery	New York wines	John HARTSOCK
1800	1830	Poland	Manuscrit trouvé à Saragosse	Wodka Potocki	Jan Roman Potocki

## March, Thursday 8th

Start	End	Country	Book	Wine tasting	Presentation
1030	1100				
1115	1145	Italy	L'Uva Nel Bicchiere	Lungarotti	Teresa Severini
1200	1230	Argentina	Wine is a passion	Argentinian Malbeck wines	Mariana Gil Juncal
1245	1315	Chile	Patagonia Cuisine	Cervezas Kunstmann, Chile	Francisco Fantini
1330	1400	Canada	Island Wineries		Hynes Canadian Wines
1415	1445	Hungary	Serenade in the Vineyards	Csopak Wines, Olasrisling	I. Jasdi
1500	1530	USA	The Food Lover's Guide to wine	Nappa Valley wines	Dornenburg, Page
1545	1615	China	Vins et alcools chinois	Ningxia wines	
1630	1700	France	Comment réussir ses exportations de vin vers la Chine	Domaine de Vénus	Bruno Boidron
1715	1745				
1800	1830	France	Cognac and modern cuisine	Cognac Frapin	F. Barbin Lecomte

## March, Friday 9th

Start	End	Country	Book	Wine tasting	Presentation
1030	1100				
1115	1145	France	100 Vintage Treasures	Massandra from Crimea	Michel Chasseuil
1200	1230	France	Portraits intimes des Hommes du Bordeaux	Cordier Mestrezat	Jean-Marc Koch
1245	1315	Hong Kong	The sound of french wine	Maison Blanche, vinum Simplex	Wilson Kwok
1330	1400	Austria	Die besten Drinks aus der legendären Apotheke	Cocktails	
1415	1445	France	L'histoire franco-allemande du champagne	Champagne	Pr. Univ Paris Sorbonne
1500	1530	Belgium	L'almanach du vin Portugal	Porto	Eric Boschman
1545	1615				
1630	1700	China	100 bouteilles extraordinaires in mandarin	Château Junding	Ma Zhen
1715	1745				
1800	1830				

## March, Saturday 10th

Start	End	Country	Book	Wine tasting	Presentation
1030	1100				
1115	1145				
1200	1230	France	Vignobles et vins de Rioja	Rioja	Joël BREMOND
1245	1315	France	Le Goût des Légumes	Du monde entier et des eaux	Ségolène Lefèvre
1330	1400	France	L'histoire franco-allemande du Champagne	champagne	Pr. Univ Paris Sorbonne
1415	1530	France	Le Guide des Vins en Biodynamie	Vins biodynamiques	Evelyne MALNIC
1545	1615	China	Vins et alcool chinois	Château Junding	Ma Zhen
1630	1700				
1715	1745				

## March, Sunday 11th

Start	End	Country	Book	Wine tasting	Presentation
1030	1100				
1115	1145				
1200	1230				
1245	1315	France	Pommard ou Pomerol	Bordeaux or Burgundy	Kilien Stengel
1330	1400	France	Tavel	Tavel	
1415	1445	France	Le Quiz de la Bière	Beer	Kilien Stengel
1500	1530	China	Chinese wine	Wuliangye Liquor, 5 grains liquor	Ma Zhen
1545	1615	France	Débit de boissons, dix façons de le préparer	Vodka le Dragon Bleu	

The Guest of Honour at Paris Cookbook Fair

# Bonjour China!

# 您好 中國

China is the Guest of Honour of this year's Paris Cookbook Fair. It has the largest exhibition space, after France. The China Collective stand will be central, on the main floor and the Artron Printing Exhibition at the lower level. China also has the largest delegation of any country, except France, which are local. It includes chefs,

publishers, journalists and media, wine experts and VIP. The perfect opportunity for professionals to get in touch with China.

China Food Television will film a special show, to be broadcast in Mainland China, including both the Gourmand Awards and Paris Cookbook Fair.



## Special China Events

### Wednesday 7

11h  
**Artron Colour Printing - Inauguration of the exhibition "Chinese Printing Treasures, 868 - 2012"**

15h45  
**Chinese Wine Tasting**  
International Wine Bar

17h  
**Conference: The Beijing International Cuisine Competition (BICC)**  
Liu Guangwei, chair-

man, Edouard Cointreau, Vice-Chairman

### Thursday 8

11h-12h  
**Conference: Food on the Silk Road, Launch of the book in English, for the TV show**  
Edouard Cointreau, Producer, Dai Wen Hai, Co-producer, Qingdao Publishing House, publisher  
Chefs:  
Chef Wan (Malaysia), Yvan Cadiou (France), Chakall (Germany),

James McIntosh (UK), Jimmy Yang Jimei (China)

13h  
**Shandong Cuisine with Chef Jimmy Yang Jimei**  
International Show Kitchen

15h45  
**Chinese Wine Tasting**  
International Wine Bar

### Friday 9

16h30  
**Chinese Wine Tasting**  
International Wine Bar

### Saturday 10

14h  
**Conference: Eat like in China**  
Yu Zhou

15h45  
**Chinese Wine Tasting**  
International Wine Bar

### Sunday 11

15h  
**Chinese Wine Tasting**  
International Wine Bar

# The International Show Kitchen

	<b>Wednesday 7</b> Chef / Country	<b>Thursday 8</b> Chef / Country	<b>Friday 9</b> Chef / Country	<b>Saturday 10</b> Chef / Country	<b>Sunday 11</b> Chef / Country
11.00 - 11.45	Surprise Guest <i>Germany</i>	Sahrap Soysal <i>Turkey</i>  "Kalayli Kaplarda Alayli Yemekler"	Chef Wan <i>Malaysia</i>  "The Best of Chef Wan"	Bryan Au <i>USA</i>  "Raw Star Recipes"	Cheryl Lu Lien Tan <i>China / USA</i>  "A Tiger in the Kitchen"
12.00 - 12.45	Surprise Guest <i>Asia</i>	Virginia Willis <i>USA</i>	Marlena Spieler <i>UK</i>  Author of 70 Cookbooks	Mai-Lis Hellenius KC Wallberg <i>Sweden</i>  "Riktiga män äter sallad"	Fabrice Danniell <i>Le Cordon Bleu</i>  "Somtum, A Meeting of Flavours"
13.00 - 13.45	Rocky Singh <i>India</i>  "Highway on my Plate"	Jimmy Yang Jimei <i>China</i>  "Silk Road"	Augustin Buitrón <i>Peru</i>	Michel Roux <i>UK</i>  "My Life is a Menu"	Surprise Guest <i>Asia</i>
14.00 - 14.45	Princess Margarita <i>Romania</i>  "Carte Regala de Bucate"	Angry Bird & Chakall <i>Finland</i>  "Angry Birds Cookbook"	Helena Ibarra <i>Venezuela</i>  "Cocina Extra-ordinaria"	Morten Skærved <i>Denmark</i>  "Søderjysk kaffebord"	Dr. Beata Zatorska <i>Australia</i>  "Rose Petal Jam"
15.00 - 15.45	Francisco Fantini <i>Chile</i>  "Patagonian Cuisine"	Judith Finlayson <i>Canada</i>  "750 Best Appetizers"	Murielle R. Rousseau <i>Germany</i>  "Partie de Campagne"	Vijee Krishnan <i>India</i>  "Why Onions Cry"	Astrid Pfeiffer <i>Brazil</i>  "A Cozinha Vegetarians de Astrid Pfeiffer"
16.00 - 16.45	Francisco Fantini <i>Chile</i>  "Patagonian Cuisine"	Chakall & Annick Wecker <i>Germany</i>  "Anniks göttliche Kuchen"	Benn Haidari <i>Finland</i>  "Gastronomy from an Ice Cold Paradise"	Vefa & Alexia Alexiadou <i>Greece</i>  "New Greek Cuisine"	Marika Blossfeldt <i>Estonia</i>  "Essential Nourishment"
17.00 - 17.45	<i>How to cook for 300 guests Public preparation of the Opening Buffet</i>	James McIntosh <i>UK</i>  "Silk Road" & „Whisk"	Devagi Sanmugam <i>Singapore</i>  "Indian Heritage Cooking"	Bonnie Lee Black <i>USA</i>  "How to Cook a Crocodile"	<b>With the French Show Kitchen there will be 70 chefs demonstrations.</b>

Discover three unique artists at Paris Cookbook Fair

# Culinary Artists



## Carl Warner's Food Landscapes

### Carl Warner

The British photographer has created the poster for Paris Cookbook Fair 2012. He invents Foodscapes, which are photos of landscapes built with food. He has exhibited his work in various countries, last in Russia. At Paris Cookbook Fair, he will show his favourite Foodscapes, for the first time in France. He will exhibit two models he built for his photography, a 1 meter long chocolate train, and a 1 meter high Eiffel Tower. You are welcome to get your photo taken next to them. He publishes in English books and calendars with

Abrams, who have the rights for English markets. Carl Warner has retained the rights for other markets, to be negotiated through his agent Betty Ann Crawford. Carl Warner will be present at his exhibition at Paris Cookbook Fair, March 7-8-9.

Contact:  
Books Crossing Borders  
Betty Ann Crawford, Agent  
[bc@bookscrossingborders.com](mailto:bc@bookscrossingborders.com)



## Denis Nidos

Denis Nidos lives in Sorges, capital of the Truffles of Perigord. He is one of the leading photographers in the world for black and white photography. His first international exhibition was in Madrid in 2000, for Food Photography. His Book Photography is featured on the cover and in the Gourmand Yearbook of 2010, on the cover of the Charity Cookbook Catalog of 2011, and the poster of Paris Cookbook Fair 2011. He is the author of the Wine Photography on the covers of the Gourmand Yearbook 2012, and the catalogue 2012.

He will be present in Paris on March 6 and 7 with an exhibition, L'lvresse Au bout des doigts, Tipsy at your Fingertips.

Contact:

[denis.nidos@wanadoo.fr](mailto:denis.nidos@wanadoo.fr)

<http://denis.nidos.over-blog.com>

## Michaela Drux

Michaela Drux is an illustrator and performer, a complete artist, with a great sense of the caricature. She has illustrated cookbooks, and participated in many Gourmand events, at Frankfurt Book Fair and Paris Cookbook Fair. In 2008 she won a Gourmand Award for the illustrations of the cookbook „Himmlische Küchengelüste“.

She will be „the artist in residence“ present at Paris Cookbook Fair March 7 and 8 to create caricatures.

Much information on this great artist can be found on her website, with an excellent video of her performance.

Contact:

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



# The Conference Program

## Wednesday 7

10h30-11h15

### Cookbook Collection France

Edouard Cointreau

11h15-12h

### L'Impact des Influences étrangères sur l'édition en France aujourd'hui

Eléonore Corrac

12h

### Guy Martin / Media Partner TV5 International

Filming for special broadcast.

13h-14h

### The Pleasure of Food

Miguel Sanchez Romera

14h-14h45

### Global Cookbook Trends

Edouard Cointreau

14h45-16h

### Spanish Cookbooks, Food & Wine Products

Presentation

16h15-17h

### Bibliophilia

Jean-Francois Piège (bookbinders)

17h-18h

### Beijing International Cuisine Competition

Liu Guangwei, Edouard Cointreau

18h-18h45

### Electronic Publishing

Sarah Golbaz (Caramel Books)

19h-19h45

### Christchurch, N.Z., Earthquake Charity Cookbook Launch

Thierry Bertman, Evert Kornmayer, Olaf Plotke and 9 celebrity chefs



## Thursday 8

11h-12h

### Food on the Silk Road

Chef Wan, Yvan Cadiou, Chakall, Jimmy Yang Jimei, James McIntosh, Edouard Cointreau

13h-14h

### Spanish Cuisine

Claudia Roden

14h-15h

### A tribute to Santi Santamaría

Akal, Xavier Pellicer, Jörg Zipprick, Edouard Cointreau

15h-16h

### Gourmand around the World: Scandinavia

Bo Masser

16h-17h30

### Celebrating 50 years

### of Universidad San Martin de Porres

Johan Leuridahn

17h30

### University Press

Round table

## Friday 9

10h-11h

### Food Television and cookbooks. France, UK, USA, China, Malaysia

11h-12h

### Food Television and Cookbooks

12h30-13h15

### Why you need an agent

Lisa Ekus

13h15-14h

### Beer!

14h-15h

### Foreign rights

Round table

15h-16h

### Does Gastronomy need public funding?

16h-17h

### High End Cookbooks

17h-18h

### Gourmand around the World: Africa

## Saturday 10

11h-12h

### How to find a publisher?

Edouard Cointreau

13h-14h

### Spanish Ham

Laura Gosalbo

Philippe Pantoli

14h-14h45

### Eat it like in China (Chopstick conference)

Yu Zhou

15h-15h30

### Chocolate Conference

Monsieur Pruvost at French Kitchen with chocolate tastings

15h30-16h30

### Living Vegetarian

Round table

16h30-19h

### Le Poison dans notre Assiette (Movie)

Marie Monique Robin

## Sunday 11

11h-12h

### Self-publishing: Chances and difficulties

13h-14h

### Pierre Gagnaire, a Principle of Emotion

Conversation with Catherine Flohic

14h-15h

### Meet the critic - Who writes restaurant reviews and how

Jean Claude Ribaut, Laurent Seminel, Philippe Quintin (Bottin Gourmand)

16h-17h

### Getting published - first steps

## Individual Consulting at the Fair

# Lisa Ekus Shows You How to Enter the American Market

Being published in America is the target for many wine and cookbook authors. But without the help of an insider it is nearly impossible.

Lisa Ekus is probably the most successful agent for culinary books in America.

After the success last year, she will again offer individual consulting for authors and publishers at Paris Cookbook Fair on how to get published in United States of America. Don't miss this unique opportunity!

Don't worry if her name didn't ring a bell. Between her long-time publicity campaigns and agenting, you probably recognize many of her clients over the years: Patricia Wells, famous for her books on Paris and Provence, Craig Claiborne, who was the food critic of the New York Times, Todd

English, Emeril Lagasse, Danny Meyer and Michael Romano, Marc Vetri, all famous, successful chefs and more than a hundred other authors. Her agency has sold more than 250 culinary manuscripts during the last decade. An agent represents the writer, bringing authors and publishers together to create a book. They work on a 15 percent commission.

"A good agent is a combination of business manager, mentor, mother, and mediator," says Lisa Ekus. A good agent negotiates publishing contracts to reflect the best possible terms and conditions, with respect to advance monies, rights, royalties, options, copyrights, style, format, promotion, publicity, and advertising. But Lisa's job doesn't start with a concept



and doesn't finish with a contract: She and her team provide constructive advice when analyzing prospective works, proposals, and manuscripts, match clients with editors who are looking for specific projects.

You can meet Lisa Ekus at the Paris Cookbook Fair in a conference in the big room Salle 200 on Wednesday, March 7, at 16h15 with the title "How to negotiate with

publishers".

To book an individual consultation with Lisa Ekus, please register at the fair or write to Lisa Ekus.

The appointments will be given on a first come, first served basis.

To find out more about the work of Lisa Ekus visit her website:

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



## Free Entrance for Cooking Schools

# Busy Students at Paris Cookbook Fair

### Le Cordon Bleu

Le Cordon Bleu (LCB) will have the biggest private stand at Paris Cookbook Fair. This celebrates 20 years of support of the Gourmand activities, starting with Le Cordon Bleu sponsoring of the first "Book of Cookbooks", a bibliography of world cookbooks started in 1992 and published in 1993.

The well trained students of LCB will be for the third time at the International Show Kitchen (*see picture above from last year's team*).

### Ferrandi

For the first time, the students of the École Supérieure de Cuisine Française Ferrandi from Paris, will help the celebrity chefs at the French Show Kitchen.

### Visitors

There will be many students to learn about book publishing, cookbooks, and wine books, for example:

#### The Culinary Institute of America

A group of 27 students with their professor are coming to visit from the US.

#### The Royal Academy of Culinary Arts (RACA), Jordan

A group of 11 students and 2 professors are coming from RACA in Amman, Jordan, an affiliate of Les Roches-Switzerland.

Notice: Cooking school students and their professors from all countries have a free entrance at the fair.

## Culinary Sciences

# University Press

More and more University Press publish books about food and wine. Our list is now over 120 from over 60 countries. Many would have international appeal, however they seldom get distributed and translated outside their national home market.

Five leading University Presses will have a collective stand at Paris Cookbook Fair. They will include:

- PUPS – Presses de l'Université Paris-Sorbonne
- PUR – Presses Universitaires de Rennes.
- Presses Universitaires

de Bordeaux

- Editions Universitaires de Dijon
- Casa Velazquez, from Madrid, Spain

They will exhibit culinary history and wine research books, that can interest international publishers and visitors. On the International

Trade Stands there will be books from the top University Press, including culinary history and wine books from the US, Brazil or Spain. At the exhibition of this year's winners, there will be books from University Press from over 22 countries.

## The Bookbinding Exhibition

# New Perspectives for an Old Art

Bookbinding is an art, since Roman times. It is today the most difficult part of the industrial techniques of producing books. It is also very much alive as a creative art of single masterpieces, made by hand. It was the best guaranty that books would survive through the generations, and still is absolutely necessary in this digital age for this same purpose of protecting and enhancing the content of books. The bookbinding exhibition is a first, trying to bring a new vision of books to the many visitors who do not suspect the masterpieces of this art, very much alive today.

The exhibition includes 36 artists:

- 21 Professionals from France
- 8 Amateurs from France
- 7 Foreign Professionals

Bookbinding professionals from 10 countries have confirmed their presence as visitors.

A catalogue of the exhibition will be available. We hope this exhibition will surprise and interest the many book professionals who are coming from the culinary sector. It may even trigger some to find a new career, or at least a hobby, by the demonstration of the bookbinders at work, and the masterpieces they create.



For more information contact Henri-Pierre Millescamps (*picture*):  
[millescamps.books@wanadoo.fr](mailto:millescamps.books@wanadoo.fr)

## Special exhibition in Paris

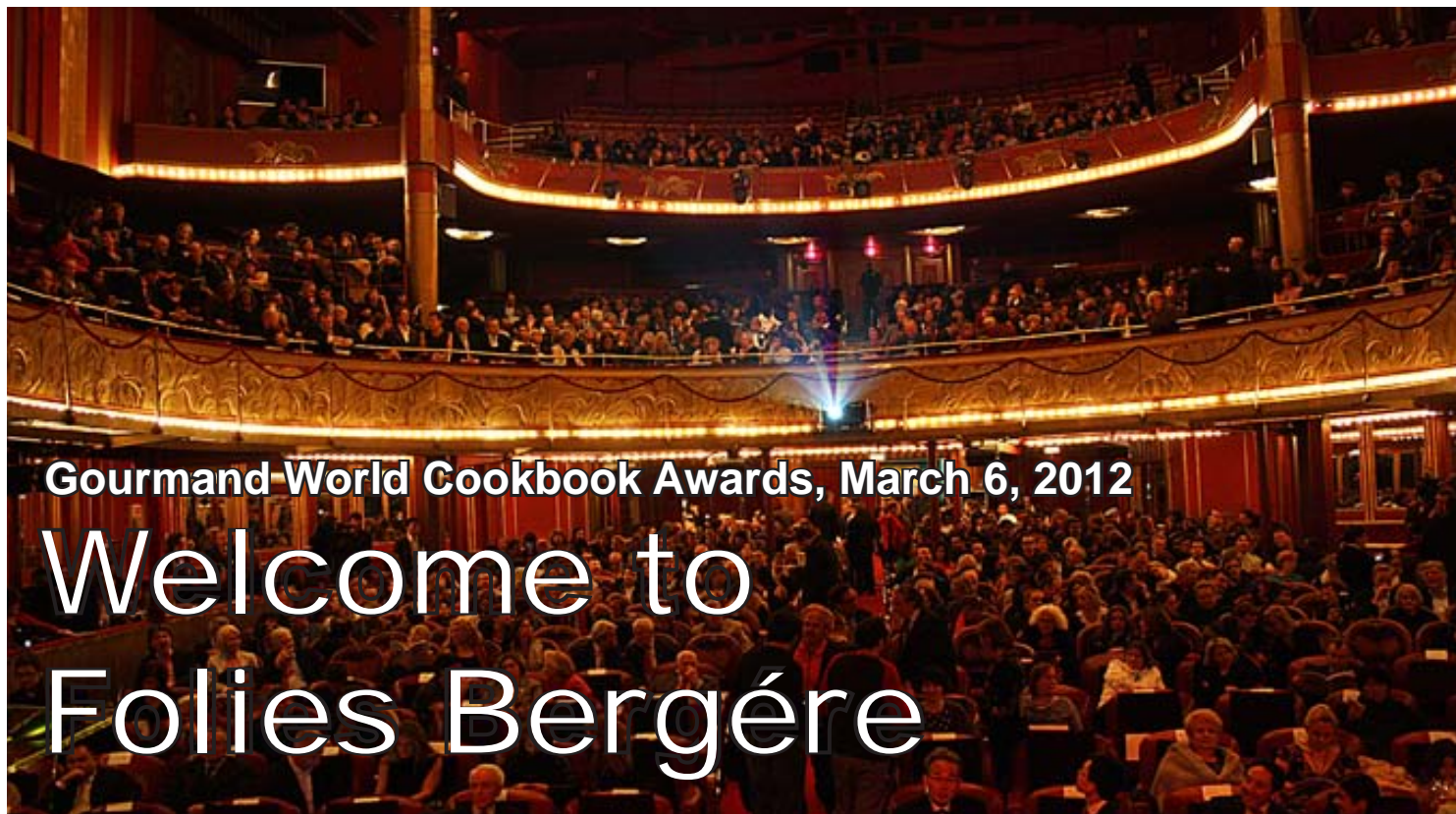
# New Technologies and Cookbooks

The New Technology Center at Le 104 will be the big stand of Marmiton.org, partner of Paris Cookbook Fair. They will show the diversity of the new technologies and their proposals for cookbooks, recipes, and wine books. The stand will be central to the fair, to the right of the big ramp in the middle.

There will be many visitors or exhibitors for these technologies, such as Caramel Books, Le Food Ink or James McIntosh "Whisk" and others from Europe, as well as Culinapp from the US, with Geoffrey Drummond.



Photo: Apple



Gourmand World Cookbook Awards, March 6, 2012

# Welcome to Folies Bergère

**On Tuesday, March 6, the Gourmand World Cookbook Award Gala event will again take place in the unique theatre of Folies Bergère in Paris.**

**Here are some practical information for nominees and guests:**

be scanned for entrance. It is impossible to get tickets at the theatre. The tickets will be send via email in February. If you haven't receives your ticket by February, please contact Gourmand: [pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)

## Location

Theatre des Folies Bergère  
32 rue Richter  
75009 Paris  
Metro: Line 7 Cadet  
Line 8 & 9 Richelieu-Droudot  
Close to rue Drouot:  
Auction Houses

## Tickets

The Gala is by invitation only. All tickets will

## Time

The Gala starts at 20h30. It will last 2 ½ hours. It is recommended to eat before, no food will be served at the event. There are many restaurants of all kinds in the area of the theatre.

## How to dress

There is no dress code. Traditional national dresses are welcome.

## Seating

Finalists will sit at the lower level, non-finalists and groups larger than 5 sit at the Balconies, with some exceptions.

## Folies Bergère Party

After the Awards there will be the big Celebration Party, with Champagne Gosset, Cognac Frapin and wines from Francois Lurton, plus soft drinks.

## Program

At the entrance, a free program will be given, including the list of finalists. The list of the „Best in the World“ winners will be available on March 7

at Paris Cookbook Fair at the Gourmand Awards office.

## Certificates

Every No.1 “Best in the World“ winner will receive his certificate on stage. All other finalists can get their free certificate March 7-11, at the Gourmand Awards office at Le 104, Le Jardin, Upper Level.

## Photos

Pictures can be taken. Our official photographer Tibor Bárányi will get pictures from all winners on the stage, and at the party. You can contact him for your unique memory of this evening:  
[tibor@tiborfoto.com](mailto:tibor@tiborfoto.com)

# Practical Information

## Opening hours

The Paris Cookbook Fair opens from 10 to 19 h every day, Sunday from 10 to 17h.

## Tickets

The professional days are March 7, 8, 9. The ticket cost 30 Euros/day.

The entrance for the public days on March 10 and 11 is 5 Euros/day.

The five-day-pass is 50 Euros.

You can book your five-day-pass tickets in advance, all others at the entrance:

[pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)

## The Location

Again the Paris Cookbook Fair is based in the event center Le 104, 5, rue Curial, 75019 Paris.

The next Metro station is Riquet (Line 7)

Bus: Riquet (Line 54) or Crimée/Curial stations (Lines 54, 60)

## Helpdesk

The whole Gourmand team wants to make fair as pleasant as possible for you. You will find us at the big helpdesk and on the fair ground. If you have any questions, just ask!

## Media Information

Gourmand offers journalists free entrance to the fair after accreditation. Please send a request with a copy of your press card, your name in the imprint or a copy of a written assignment of the editor to Buch Contact, Murielle Rousseau (for German speaking countries):

[buchcontact@buchcontact.de](mailto:buchcontact@buchcontact.de)

or Alex Hippisley-Cox

(for the UK):

[ahipcoxpr@btconnect.com](mailto:ahipcoxpr@btconnect.com)

All others please

contact Pilar Gutiérrez:

[pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)

## Press Office

Gourmand invites journalists to visit the press center at the fair.

There you will find:

- the Gourmand Yearbook 2012, listing all the winners of the Gourmand World Cookbook Awards in English.
- the Catalogue of the Fair, in English.
- the program of the fair, with detailed presentation of all events and activities of the 5 days, in English and French.
- the Cookbook Special of „We love this Book“, published by the Bookseller-UK for Paris Cookbook Fair, in English.

## Photos / Filming

Journalists are allowed to take pictures or film during the whole fair and at all the shows. If you need professional pictures for your media, please contact our official photographer Tibor Bárány:

[tibor@tiborfoto.com](mailto:tibor@tiborfoto.com)

## Eat and Drink

**At the top level in Paris Cookbook Fair:**

- Husmansbord Pelle Agorelius, with Swedish Food
- Brazilian Fruits, on the Collective Stand of Brasil
- Gourmet Patagonia will show local products.
- Kornmayer has gourmet food from Germany

**At the lower level.**

- L'Arrière Cuisine, Caviar and other delicacies.
- Malaysian Ethnic Foods
- Breads and Roses, with 24 different breads, gourmet food. Philippe Pantoli will slice Mon-salud Spanish Ham, voted the best ham in the world on November 30, 2011.
- Italian food, from Samesa
- Brewberry, 250 beers bar
- The Wine Bar, tastings every hour.

## Special Events

- Spanish food presentation, Real Academia de España, Wednesday March 7 at 15H.
- Yvan Cadiou Show, at 12 H on Friday March 9. Launch of the 10 days of the new program "A voir et à Manger" of Le 104. Two hour show, with 240 persons served a meal in the Theater Salle 400, by invitation only.

## Hotels

There are numerous hotels in Paris, for all budgets. We recommend hotels on the metro line 7 to come directly to the fair at Le 104. You can find hotels via Hotel Reservation Service: [www.hrs.com](http://www.hrs.com)

## Transportation

We have our own taxi stand, with our dispatcher to call a taxi.

The best way to travel in Paris is the underground, by the Metro. Wherever you are in Paris, the next Metro station is never more than 500 meters away.

Besides the one-way-ticket, you can buy a book of 10 tickets called „carnet“. You can use the tickets also for the buses. Metro ends at 1, than you can take a night bus.