



China– Press Release

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China Stars in Sweden

The “ 10th Gourmand World Cookbook Awards” took place on February 11 in Sweden, with 402 attendees from 30 countries.

At the Awards Ceremony followed by a Gala Banquet, outstanding books from China were honoured and exhibited:

**- Yang Chu Bao Du Chen
The Best and Finest Fish for Health
Edited by Chao Jian Hua
Recipes by 10 Chefs from Shanghai
(Shanghai Practical Science Publishing)**

The future of the food sector will be heavily influenced by China. The quality of cookbooks in China is increasing very rapidly, with many new food magazines as well. As “Yan Chu Bao du Chen” shows, Chinese food may be very different from the others, but their best chefs can compete very well with foreigners, as they know much more about foreign cuisine than foreign chefs know about China. This book is most interesting for Chinese fish cuisine.

**- Famous restaurant Delicacies
New Dishes Collections from Chong Quing
Jia Zhou garden Restaurant
Edited by Restaurant Manager Mrs Feng Hong Jiao
Recipes from 6 chefs
(Chong Quing Publishing House)**

Compare to the west, there is much more emphasis on the chopping and cutting in Chinese cuisine, and presentation is guided by very different concepts. This beautiful cookbook is an excellent source.

About the “Gourmand World Cookbook Awards”

The awards are the “Oscars” of the food and wine world. They were created at the Frankfurt Book Fair 10 years ago to reward those who “cook and drink with words”, and promote the international food book business. There are now 24.000 cookbooks published every year, which is the double of 1994. Growth has been steady ever the past 10 years, pulled by the numerous new television food shows around the world. In contrast, the general book market has been stagnant with very small growth.

The founder and president of the awards Edouard Cointreau was born in the families of Cointreau liqueur, and Remy Martin and Frapin cognacs. His family has had vineyards since 1270, and the famous french writer of the 16th century, Rabelais, son of a Frapin, is an ancestor.

The “Gourmand World Cookbook Awards” now receive approximately 5000 books from 67 countries for the competition each year. There are 34 categories for “Best in the World” cookbooks, and 14 for “Best in the World” wine books.

In a good book, the personality of the author is reflected throughout the book. Finally, it is style that makes all the difference, and the winner.

For more information:

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