



## **Finland – Press Release**

February 15, 2005

### **Finland 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, it was announced that the “Best Book in the World on Cheese in 2004” was :**

**“Herkuttelsjan Juustukirja”, by Jukka Sinivielta,  
published by Otava.**

**There were several other good books this year by Otava, which is at the moment the best publisher of cookbooks in Finland, with a remarkable effort in design and photography. Each cookbook is very different, with a success in both format and content.**

**In the ten years of the awards, it is the first time a cookbook from Finland wins a “Best in the World” award. Given the trend for quality and growth in cookbook publishing in Finland, will surely be more winners soon.**

## **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 16<sup>th</sup> 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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