



**India – Press Release**

**February 15, 2005**

### **India Stars in Sweden!**

**The “ 10<sup>th</sup> 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 :**

**“Rude Food, The Collective Food Writings of Vir Sanghvi” received the award for “Best Food Literature Book in the World”.**

**The Jury selected his book for its deep knowledge and research, and its style and sense of humour.**

**Vir Sanghvi can be compared to the best food writers in the world, such as Jeffrey Steingarten from the USA.**

**We are sending you background material on the history and objectives of the awards, as well as information on the event in Sweden. It is interesting to notice that there is a general shift of the winds of food culture from the West, Europe and America, to the East and Asia. There have been important winners in the past from India such as Nita Mehta for “Flavours of Indian Cooking” published by Snab, winner in 1999 at our Versailles event in France, and Asha Khatau, for “Vegetarian Cuisines of the World”, published by Zaika, winner in 2001 at our event in Sorges, Dordogne, in France.**

**It was chosen from 5000 food and wine books published in 2004 and entered for the awards.**

## **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:**

**Edouard Cointreau, President**  
**Pintor Rosales, 36**  
**28008 Madrid**  
**Tel: +34 91 541 67 68**  
**E-mail: [pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)**  
**[www.cookbookfair.com](http://www.cookbookfair.com)**