



Malaysia – Press Release

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Halal Food Guidebooks Win!

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

At the Awards Ceremony followed by a Gala Banquet, it was announced that :

“The Halal Food International Guidebook Series” had won as one of the three best guides in the world.

The series is published by Kaseh Dia, and includes Halal Food Guides for London, Australia, Singapore or Kuala Lumpur, and many more, including Halal Drinks.

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.

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