



**Norway – Press Release**

**February 15, 2005**

**Norwegian Feast at the Cookbook Awards!**

**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:**

**“Til Bords I Babettes Gjestebud”, Karen Blixen, Sverre Mogstad, Odd Ivar Solvold (Kom Forlag), received the “Swedish Ljungberg Hotels Award” for “Best Food Film Book of the Year”, rewarded with a stay in the Greta Garbo historic apartments in the Ljungberg Hotel.**

**A second book from Norway was also honoured:**

**“Sverres Sjokolade”, by Sverre Saetre and photographer Christian Brun (Cappelen). It is one of the best two chocolate books in the world this year.**

**Finally :**

**“Fingersmat-Sani”, by Liselotte Forslin and Jonas Larsson, published also by Cappelen, received an “Honourable Mention” as one of the three best books in the world for entertaining.**

**They were 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:**

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