



Sweden – Press Release

February 15, 2005

Sweden 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 Sweden were honoured:

- **Guest Star**

Richard Juhlin was the host who gave the awards to the winners of the Best Wine Books in the World at the awards ceremony.

Richard Juhlin has become one of the three world authorities on Champagne, and certainly the only one with his Champagne television shows. His books “3.000 Champagnes” won the Best Book of the Year Award at the Swedish Cookbook Awards 2003 in Grythyttan, the first time a wine book won ahead of cookbooks.

Then the same book won Best in the World on French wine in Barcelona last year. Now his new book “4000 Champagnes” published in November 2004 in French by Flammarion and in English by Rizzoli has received a Special Award from the International Jury.

Best in the World

Best Cookbook Design in the World

**Pontus by the Book, Smaker, dofter och recept fran det gröna huset.
Pontus Frithiof (Atlantis – Sweden)**

Best Book in the World on New World Wine

**South African Wineries. Provsmaakning I Sydafrika: en kulinarisk
Vinresa II. Hakan Nilsson, Bent Liljedahl.
Photography: Göran Stenberg. Illustration and lay out: Clas
Hakansson
(Liljedahl-Sweden)**

Special Awards

- **The Swedish Ljungberg Hotels Award was given by Jenny Ljungberg to the Best Book on Film and Gastronomy “Till Bords I Babettes Gjestebud”, Karen Blixen, Svera Mogstad, Ivan Solvold, published by Kom Forlag-Norway. The winners will stay in the Greta Garbo apartments at the Ljungberg Hotelm for the 100 th anniversary of Greta Garbo.
The book is about the world famous “Babette´s Feast” film.**
- **Special Award of the Jury
“Raindeer, Biology, Hunting, Eating”
“Fronhjort, Biologi, Jakt, Tillagninc” by Johan Trygve Solheim, Per Klaesson, Kare Vidar Pederson, published by Bonnier.
One of the very best books from all of Scandinavia shows that meat is back in favour.**

Honorable Mentions

- **“Alla Hjärtans Recept”. “Recipes for all Hearts” by Cecilia Magnusson and Ötjan Klein, published by MOW-Hjärt-Lungfonden. One of the Best there health books in the world.**
- **“A Swedish Kitchen Recipes”, by Judith Pierce Rosenberg published in English by Hippocrene – USA. One of the five best foreign cookbooks in the world.**
- **“Mer än Bara Äppelkaka”. More than just Apple Cake Claes Karlsson, photos Pepe Nilsson: Published by B. Wahlstrom. One of the three best cookbooks photography in the world: you will want to eat those apples.**
- **“Food Noir- Mat, Mord och Myter. Mons Kallentoft, published by Natur och Kultur. These short stories for adult foodies are one of the four best food literature books in the world.**
- **Calvados, the world’s premier apple Brandy. Tasting, Facts, Travel. Text and photography by Henrik Mattsson, published by Flavourrider, English edition available. This is the first reference book in English on a world famous spirit very rarely written about, even in France.**

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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