



Switzerland – Press Release

February 15, 2005

Switzerland 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 :

“Haeberlin” was the Best Cookbook of the Year in Europe.

Marion Michels from Lugano and Magazine “La Tavola” was there to receive the Award for the magnificent book she published in German and French for 3 Stars Chef Haeberlin.

Two other Chefs, from Switzerland, were honoured at the same time :

- **Chef Horst Peterman, who came with his publisher AT Verlag, received an “Honourable Mention” as one of the five Best Chef Books in the world, as well as Gerard Rabaey (Editions Favre).**

Best Cover in the World

- **Kochen = Kunst, by Melanie Brugger (Orell Fussli).**

The cover is very important, as it motivates 40% of the purchases of cookbooks.

Last, but not least:

Best Wine Literature Book in the World

**“Bacchus”, by Hugo Loetscher, Verena and Mark Fülleman
(Verlag Neue Zürcher Zeitung)**

Two books from Liechtenstein also received “Honourary Mentions” as second in their categories:

Best Illustrations:

**“Worüber unser Gaumen lacht” by Andrea Kühbacher und
Manfred Schlapp. Illustrations : Paul Flora
(Franck P.van Eck)**

Best Book on Wines in Europe:

**“Weintradition in Liechtenstein”, by Mathias Ospelt.
Photos : Wolfgang Müller
(Franck P.van Eck)**

**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 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.

For more information:

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