



GOURMAND MAGAZINE

The International Cookbook Revue

Issue 43 / March 2014

May 18-21, 2014, Daxing-District

Beijing Cookbook Fair



The Gates of
the Future

- New Media
- Emerging Markets

The CCTV Headquarters in Beijing.



Exclusive Invitation Four Big Reasons to go to Beijing

Gourmand stand at BICC 2012, Olympic Park, Beijing.

1. Go where the buyers are

Everyone wants to sell. Buyers are more elusive. Buyers are now found in the emerging markets. "There is huge upswing in emerging markets". Linda Kaplan, Vice-President Subsidiary Rights, Random Notes, Random House, August 2013. Very few Asian food and wine book professionals travel to book fairs outside their continent. Nine out of ten foreign rights deals in Asia are now between Asians. Asians prefer face to face or telephone. They are uncomfortable with emails because of the script, different from Chinese, Japanese, Korean, Thai, etc. Latin Americans are coming to Beijing Cookbook

2. Be there when most efficient, at the first Beijing Cookbook Fair

Fair as if it was next door. It will be much easier, now rather than later. One or two deals will pay for the investment. It can be very profitable long term. The costs are as low as they will ever be. You need to be there when China is the first buyer of copyrights from Germany and France and for some other countries. It is the number one buyer in the world for wine books. Your survival in the world competition is at stake in the long term. It is a minor investment, compared to the risk you take in not coming, and the rewards you can get if you do come.

3. Exchange food cultures

Network and meet the leaders of the sector. Everyone is there with the same focus, food and wine books and easy to access. Study the trends in content, design, photography, illustrations, printing. Discover innovations from the East. How will the American Eagle continue dominating the world market when the Chinese Dragon new media go beyond the Great Wall? Enjoy the best cuisines in the world. As everyone knows, Chinese food is so much better in China.

4. Take a few days for a lifetime experience

Until you experience it,

you cannot imagine how different China is. It is not better or worse, it is different. At the same time, it is open and easy to access. Language is not a problem, people are really warm and friendly to foreigners in areas such as the Beijing Daxing District, outside the tourism spots. People are the same, in fact.

Once you experience it, you will want more and more, and the surprises never stop.

It can be a life changing experience, understand how it can and will affect your future. One third of our registered guests stay 3 to 4 days, two thirds stay 5 to 8 days. Our schedule of business, tourism and food experiences is for one week.



PHOTOS:
OLAF PLOTKE, TIBOR BÁRÁNY

WWW.COOKBOOKFAIR.COM

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The Registration

Welcome to Beijing, Cookbook Professionals!

Our “Welcome to Beijing” registration package is very comprehensive, with 18 pages. It includes:

- The Introduction
- The Gourmand Awards Assistants
 - Dress Code
 - Speeches
 - Film and Photography
 - Certificates and self adhesive stickers
- Practical tips: pedestrians, traffic, internet, shopping, taxis, subways, eating, foreign foods.

- Reservation “A la Carte”, including the Rights Center
- The VIP Professional Registration, discounts, airport, catalog listing, the guests list and contacts, the Rights Center.
- The two maps:
 - Beijing, The Airport, Daxing
 - Daxing Center
- Schedule, day by day, hour by hour, 3 pages.
- Hotel Reservations



Beijing Cookbook Fair president of honor Liu Guangwei invites cookbook professionals to Beijing.

- The Invitation Letter For the Visa
The Invitation Letter is issued by our partner the Chinese private company Beijing68 Media Co. It needs the exact name as in the passport, the number, the date of birth, the sex, and the validity. Each letter will get the red stamp of the Daxing District, which will

greatly help the visa.

The visa also needs the application form, the hotel room confirmation, and the air flight reservation.

Registration Request

Beijing Cookbook Fair is strictly reserved for professionals. Please request the registration package: pilar@gourmandbooks.com



Big Tasting of Chinese Quality Wines at Beijing Cookbook Fair The Start of A Legend: Lapu Hegu - Happy Grape

Wine expert Ko Tai Keung and Edouard Cointreau drinking Niya 2008 from Xinjiang at Paris Cookbook Fair 2013.

At Beijing Cookbook Fair, there will be one bar with presentations of Chinese books paired with the best Chinese wines, and another bar for foreign books and wines.

Most of the Chinese wines will come from big corporations, controlled by Chinese or foreigners. From a small winery, Lapu Hegu is a unique case.

It is located in Yunnan close to Tibet, with 5 hectares, between 2000 meters and 2700 meters high, surround-

ded by 5000 meters mountains, the foothills of the Himalaya. The vineyards were planted in 2004. They produce white wines, and when the weather is adequate, an excellent ice wine. The last season saw much rain, and it is not sure there will be ice wine this year. In any case, there will be enough from last year for the tasting at San Glory Hotel in Beijing on May 20, presented by the general manager of the winery.

The unique aspect of

the winery is that all profits go to support a hospitality school, training 16-21 years old for hotels and restaurants. In 10 years, over 1000 graduates have found well paid jobs, most of them in the region.

There are only 308.000 Naxi. Most believe in the Dongba religion, centered on naturism, and some are Tibetan Buddhists.

They use the Dongba and Geba Scripts. The Geba Script is the only remaining hieroglyphs still popularly used in

the world today. The Naxi are described in the book „Forgotten Kingdom“ by Peter Goullart (1957). The Director of the school is a Naxi and the wife of the general manager of the winery.

The school is also supported by the top quality honey from the winery estate and its area, entirely produced by wild bees. It retails at the highest price of Chinese honey at 170 Euros/Kg.

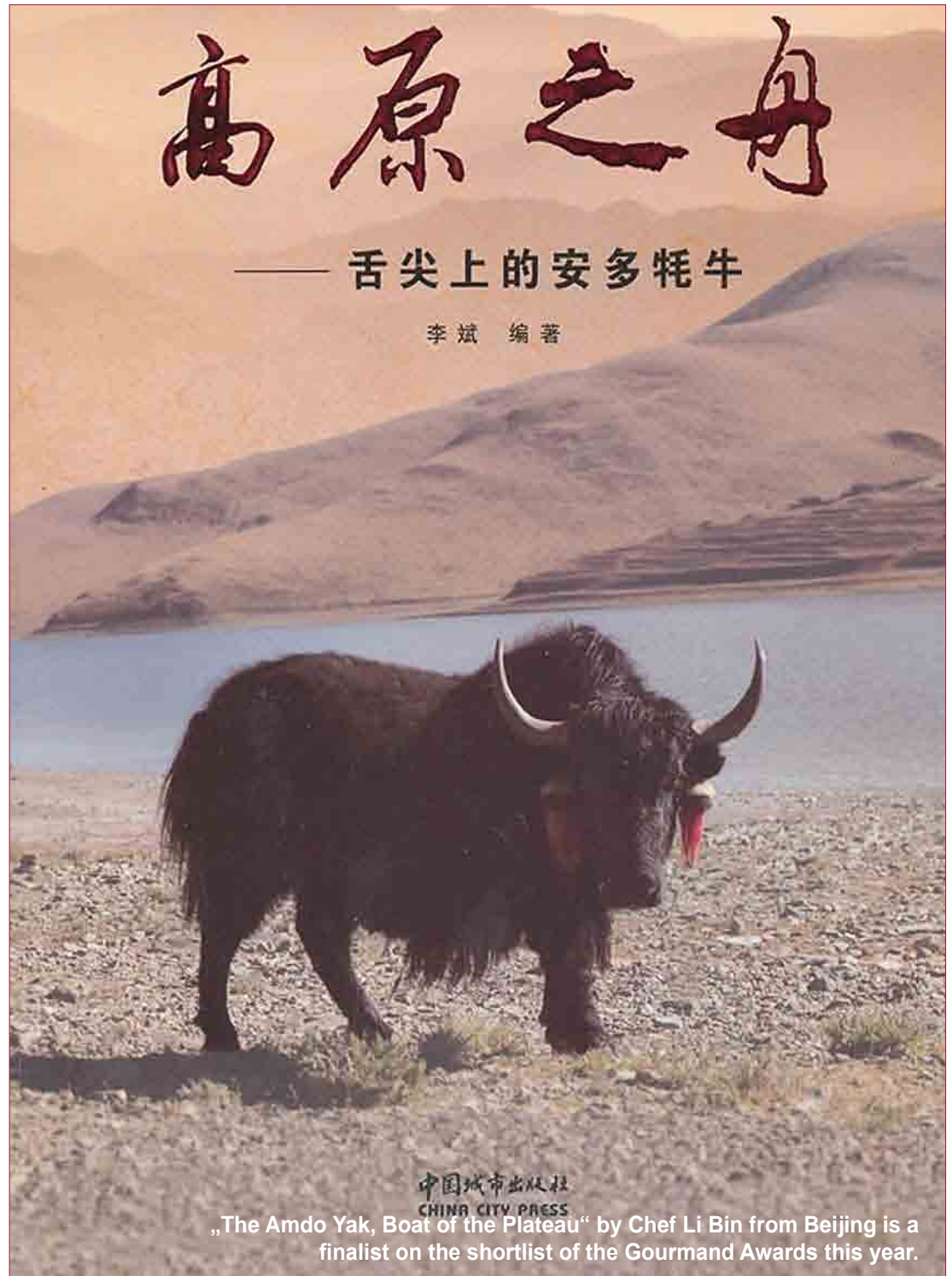
It will be tasted at Beijing Cookbook Fair.

Over twelve years ago, the school was started thanks to Australia, through one Lebanese-Australian working at the Embassy in Beijing, who fell in love with the area. A foundation was created in Australia to build the school and help the Naxi youth to adapt to the modern world.

The region is famous for the golden haired monkeys, as well as its yaks and Tibetan sheep. The wine tasting will be paired with the presentation of the book „The Amdo Yak, Boat of the Plateau“ by Chef Li Bin (**China City Press-ISBN 978 750 7428568**). His book is a finalist on the shortlist of the Gourmand Awards this year, in the food literature category. His creative cuisine at the Meng Xi Beijing Hotel,

in the northern Haidian District, includes yak meat crepes, Tibetan sheep roast, and Mongolian sweets, all truly delicious. He is also the pioneer of using Spanish olive oil with Chinese cuisine, importing the best olive oil from Spain with his company Green Olive Beijing Food Culture Co.Ltd.

He will present his book at the Lapu Hegu wine tasting during



„The Amdo Yak, Boat of the Plateau“ by Chef Li Bin from Beijing is a finalist on the shortlist of the Gourmand Awards this year.

Beijing Cookbook Fair.

There is even a documentary about the winery called „Lapu Hegu – Happy Grape“ filmed for the Chinese television. The Chinese producers will present it at the Beijing Cookbook Fair.

They hope to adapt it

as a pilot for an international television show in English about food and wine of the Yunnan region. The script follows Naxi graduates of the Lapu Hegu School at their restaurants and hotels of the area.

Yunnan is becoming a major tourist center,

supporting many local farmers, and employing many different ethnic minorities.

For more information on Chef Li Bin at Meng Xi Beijing Hotel: www.mxbg.com

Beijing Cookbook Fair Exhibition

Cookbooks Can Bring Peace

Sharing the same foods can bring together those separated historically by civil or international wars. Cookbooks can help and bridge cultures.

Israel – Palestine

The “Jerusalem” cookbook by Yotam Ottolenghi and Sami Tamimi is a world bestseller thanks to its focus on the food culture shared by the different communities in Jerusalem. It received the Dun Gifford - Gourmand Award for “Best Mediterranean Cookbook in the World in 2013”. It is the Dun Gifford Award since 2010, in memory of the President of Oldways, who launched the Mediterranean Diet in the US.

Ten years earlier “The Arab-Israeli Cookbook” received a Special Award of the Jury of the Gourmand Awards. It is a play and a cookbook written by UK writer-actor Robin Soans. It is still read and produced around the world. The issues of the “Hummus War” well known to Ottolenghi and Tamimi

are best explained in “Beyond Hummus and Falafel, Palestinian Food in Israel”, by Liora Gvion, published in English in 2013 by the University of California Press.

Greece – Turkey

A similar effort has been made on the other side of the Mediterranean. In 2003 the same book, “Two Nations at the Same Table” was published in Greece and Turkey, co-authored by Mrs. Mirsini Lambraki, the greek leading food writer, and Mrs. Engin Akin, a food expert writer and television host in Turkey. The book received the Gourmand Best in the World Award in the Mediterranean category for 2003. Engin Akin is now working on her next cookbook “Along the Via Egnatia”, for the Via Egnatia Foundation from the Netherlands.

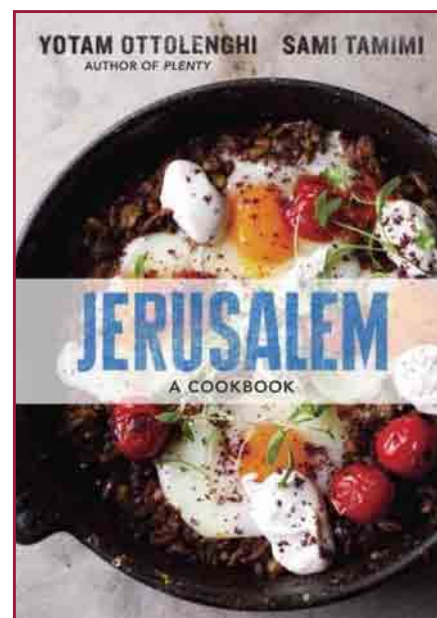
The Via Egnatia was the important roman road to the East, towards Byzantium, through many countries. The foundation promotes cross

boarder cooperation in the fields of culture, science and sustainable tourism.

Pakistan – India

In February 2014, for the first time, the same cookbook has been published simultaneously in Pakistan and India, in Urdu and Hindi languages. The title is “Flavours of the Frontier”, Zaiqay Frontier Kay. In fact, it is the Afghanistan-Pakistan frontier, as the cookbook is about the vegetarian cuisine of the Hindu Pathan of Dera Ismail Khan, a region in northwest Pakistan next to Afghanistan. These hindus fled to India in the 1947 partition.

CEO Markings publisher Kiran Aman from Pakistan says about his book: “Our history and culture stands perhaps most specifically in language and cuisine. These unique recipes are revived for the Pak-India palate and sensibility. It is about the presentation of flavours, tastes and traditions



that have been passed from one generation to the next”.

In India, the book is being introduced by iconic media personality Vinod Dua whose family also came from Dera Ismail Khan region, now in Pakistan. The foreword of the book is by Dr. Anjali Malik, a professor of history at the Delhi University. She is the daughter of the author, the late Pushpa Kumari Bagai, who passed away in 2012. She wanted those recipes and stories to be disseminated, and to help bridge cultures for peace. She would be very happy to see the cookbook both in India and Pakistan.

Beijing Cookbook Fair Exhibition

All the books above will be exhibited jointly for the first time at Beijing Cookbook Fair, May 19-21, 2014, in the Daxing District Culture Center.



Discover the eight symbols of Chinese culture

China Intangible Culture Heritage

During the Gourmand Awards in Beijing in May 2014, the guests will be able to sample the traditional eight symbols of Chinese culture.

- Zhiter (Qin) or Guqin, The Old Zhiter, "Cithare", "Sitar", "Citara"
- Chinese Chess (Qi) – or Xiangqi, perhaps the most popular board game in the world.
- Calligraphy (Hu)
- Painting (Hua)
- Flower Arrangement (Hua, different pronunciation)
- Poetry (Shi)
- Wine (Jiu)
- Tea (Cha)

Guqin, the ancient Chi-

nese zither with seven strings has 3000 years of history. It received the label of Oral and Intangible Heritage of the Humanity from the UNESCO in 2003. It is the most famous Chinese musical instrument and a symbol for China. There was a strong sequence of Guqin played in the Opening Ceremony of the Olympic Games of 2008. For the Chinese, it is uniquely linked to traditional books culture with the concept of "The Qin at right hand and books at left hand".

May 19-23, 2014

Small groups of the guests of the Gourmand Awards will have the privilege of visiting the

five wood buildings and gardens of the Juntianfang Art Center in Daxing, Beijing, set up by world famous artist in residence Mr. Wang Peng. He is the modern Stradivarius of the Guqin, creating new instruments and restoring old instruments, reaching very high prices at auctions. During the visit of two hours, followed by a buffet lunch, guests will experiment the main accomplishment of the Chinese scholar in Tao or Dao tradition.

The Five Dao include guqin, calligraphy, tea, flower arrangement and incense. The presentations orchestrated by Wang Peng are designed to share Chinese

Culture with the world and all generations. The general concept is to remold contemporary aesthetic traits and combine with China traditional concept, to reach harmony between man and culture. It does have a strong impact on any visitor, and it is quite beautiful and peaceful. For many it is a spiritual experience. The Guqin has become the best symbol for Chinese National Cultural Spirit. The Juntianfang Center is in the countryside, 5 minutes from the Lakeside Hotel, 3 minutes from the Pigeon Restaurant, and in the middle of orchards.

For information:

www.juntianfang.com

Beijing - Daxing District 18 - 21 May 2014

The Food Culture Summit



The Gourmand World Cookbook Awards

- Founded in 1995 by Edouard Cointreau. They reward those who cook with words. 187 countries participate in the competition this year. It is a great challenge and honor to win. It can change the life of some winners.

- It is also business : the Best in the World Awards winners usually increase sales in their country by 20% . The awards relaunch the book with the media.

- The most important is that it opens the doors for copyright trade and translation sales.

- The awards events are May 20: The Ambassadors Feast, and May 21 the Awards Gala, at the Daxing Theater.

The Beijing Cookbook Fair

- The last Cookbook Fair was in Paris in March 2013 at prestigious Carrousel du Louvre.

- The May 2014 event is in the second fastest growing district of Beijing. The Daxing district is now as big in population as the 20 arrondissements of Paris. It is real China.

- The heart of the Cookbook Fair is the Rights Center where publishers and authors negotiate copyright trades, and plan future projects.

- There are many conferences, book presentations, product tastings, show kitchens.

- The strongest trend in the world this year is food books for the child-

ren and the family.
- Health is becoming the number one motivation in food books worldwide.

The Conferences

There are four days of conferences.

- May 18, 17H: China New Media conference at Huashang Creative Center, by invitation only for 200 VIPS "The Impact of the New Media"

- May 19, 9.00H: The Future of Cookbook Publishing at Daxing Hotel.

- May 20-21: General Conferences at Beijing Cookbook Fair at Daxing Hotel.

Photography Exhibition

The best food and wine photography in the world.

Daxing Art Gallery exhibits fifteen of the past winners of the "Best in the World Photography" of the Gourmand Awards, from ten countries.

Food Television Show

- There are now food television shows in every country. For three years the cookbook fairs have been the market meeting point for food television.

- The best food television producers and celebrity chefs of the

world are expected. Cookbooks are often the most significant source for television food shows.

- There will be screenings of many food and wine television shows, awards and international trade. Co-productions are negotiated.

**Wine in China
May 19-31**

- Hotel San Glory is entirely focused on wine activities: presentations of wine books and their wines, as well matching food and wine.

- There are tastings during three days of wines from all countries. There are several dedicated spaces:

- A Red Wine Bar
- A Champagne Room
- A Chinese Wine Bar
- A Tea Room
- A Beer Tasting Room

It is organized with "Wine in China", the leading wine magazine in Mainland China.

Tourism Program

- Daxing Tourism has organized over 30 tour options, in two sets:

- Rural Daxing, Agriculture, Farms, Orchards. The star: The China Watermelon Museum.
- Urban Daxing, China

New Media Development. The star: the China Printing Museum.

- Beijing: foreign guests are also offered the classic tours, to The Great Wall, The Forbidden City, The Center of Beijing, The Olympic Park.

- Before and after the event, there are tourism options to visit other regions of China, such in Shandong or Ningxia.

Professional Organization

- Information: Brochures

"Welcome to Beijing", 3 documents

Gourmand International pilar@gourmandbooks.com

- Four hotels in Daxing have blocked their rooms for the event.

All registrations through marta@gourmandbooks.com

The magazine cover for 'Cooking Artist' (烹饪艺术家) is predominantly red and purple. At the top left is the 'eat eat' logo with the Chinese characters '东方美食'. The main title '烹饪艺术家' is in large white characters, with the subtitle '中国厨界权威学习平台' below it. A vertical date '2014年03月' is on the left. The central focus is five portraits of female chefs in white uniforms and hats, arranged in a collage. Their names are: 李杭芝 (Li Hangzhi), 杨群 (Yang Qun), 张雪花 (Zhang Xuehua), 古小吉 (Gu Xiaoji), and 梅宇 (Mei Yu). A '亮德行动' (Bright Deeds Action) badge is in the top right. At the bottom, the title '万能的豆子 点豆成金' (The All-Powerful Beans, Making Gold from Beans) is written. A QR code and ISSN information are at the bottom left and right.

China Publishers

—Official media for Beijing Cookbook Fair 2014 and long term partnership with Gourmand International

1. About China Publishers magazine

Started on September 1st 2004, sponsored and administered by China South Publishing & Media Group, China Publishers is the first full color high-end magazine which roots in China's book publishing industry and covers the global culture industry.

Following the principal of "being the leader of China publications in creativity and the observer of global culture industry", China Publishers magazine is a professional press specialized in focusing on the industry trends through international views together with in-depth reports. Now, China Publishers magazine have already become a perfect platform for the cultural enterprises to promote their products as well as demonstrate their enterprise image.



2. Special issue for International Book Fairs

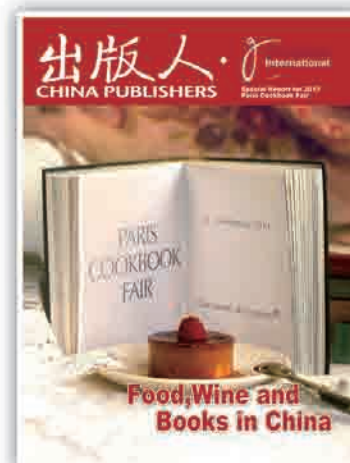
Advocating to the concept of "being the observer of global culture industry", China Publishers magazine shows perfect international views in terms of content. During the annual London Book Fair and Frankfurt Book Fair, we launch "Special issue of China" to publishers overseas in English, all of which has made China Publishers magazine evolve into an indispensable media platform to boost China publishing industry to the whole world.



3. Special issue for Paris Cookbook Fair

During the 2013 Paris Cookbook Fair, we launched a special issue for the event which had earned great recognition from exhibitors around the world. The special issue covered Chinese food culture, current situation of Chinese cookbook industry, typical cases of cookbook publishers in China and interviews of famous chefs.

For Beijing Cookbook Fair 2014, China Publishers magazine will launch a special issue in Chinese to present the ongoing trend of cookbook publishing in the western world to Chinese audience. At the same time, we will also let Chinese readers get a better understanding of foreign publishers and their products through articles and advertisements.



4. Special report in normal issues

China publishers will launch a special report in every normal issue after Chinese New Year, starting from February 2014, three months prior to the 2014 Beijing Cookbook Fair, to let Chinese readers get a sense of what a feast of culture they will encounter before the great event. Within these special reports, we will also present foreign publishers' best selected cookbooks to Chinese readers and introduce foreign publishers to China directly through articles or interviews.

5. Prices of advertising

Number of Pages	Price
One Page on special issue for Beijing Cookbook Fair 2014	3,600Euros
Half Page on special issue for Beijing Cookbook Fair 2014	2,400Euros
One Page on both the special issue and the normal issue	6,000Euros

6. Contacts

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China Publishers

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News from the Gourmand Family



Le Cordon Bleu will have a major presence at **Beijing Cookbook Fair**. Its first school in China opens soon in Shanghai (see picture above with Sara Shang, regional manager North Asia). Le Cordon Bleu is a major sponsor of the China Master Chef Television Show. It is now widely known and highly respected in China.

“L’Assiette Champenoise”. He is one of 2 chefs with four pages in the “**Wine in China**” magazine 85 pages special issue of February 2014 about champagne. The other is **Philippe Mille** of “Les Crayères”, who was in Tokyo on February 24, with the Japanese and Chinese Rougie Foie Gras chef Ambassadors.

For the next **Gourmand Awards** we are working on the books published from November 15, 2013 to November 15, 2014. There are already 62 countries participating, including 5 new ones which did not last year, with Micronesia participating for the first time ever.



Chef Ramzi (picture above) is coming to film Chinese Muslim Food

On February 24 in Paris, **Michelin** announced one new 3 star chef for 2014, **Arnaud Lallement** of

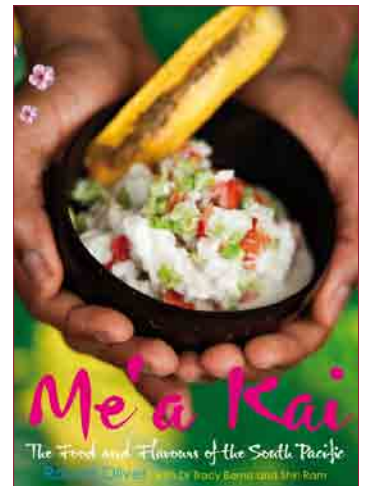
Culture in Beijing Daxing District and Ningxia in May 2014. The show will be on Qatar Airways in-flight TV Program, and on Middle East Television. **Chef Wu** will introduce him to his Muslim restaurant in Beijing, and to his Ningxia home.

Three months before **Beijing Cookbook Fair** registrations are stronger than expected. Among foreigners, the surprise comes from the big numbers coming from Latin America, Japan, Australia, Turkey. By continents, excepting China: Europe 36%, Asia Pacific 31%, Latin America 19%, USA-Canada 11%, Africa 3%. There will be a majority of Chinese publishing professionals, many coming from outside Beijing.

US University Professor of History **Ken Albala** is coming to Beijing Cookbook Fair in May. He will make a presentation of his book “Three World Cuisines, Italian, Mexican, Chinese” (Altamira), Best in the World Award winner last year.

Three “**Best Cookbook of the Year**” are coming to Beijing: 2009 – Switzerland –

God’s Cookbook 2010 – New Zealand – Me’a Kai (picture below) 2011 – Chile – Gourmet Patagonia A round table is planned on May 21 with them and the winner for 2013, which will be announced May 20 in Beijing.



Charity Cookbooks can be bestsellers. In Malaysia “**OMG Can Cook**” has sold 4,600 copies, with 1,632 in MPH bookstores, and 3,000 copies by sponsor/author/publisher Ominicommedia Group directly. The video is at the top of YouTube search results (www.youtube.com/omgdesired). It had more than 100 press mentions nationally in Malaysia. It won in December 2013, Best Charity Cookbook in Malaysia at the Gourmand Awards.

Send us your news:
editor@gourmand-magazine.com