

GOURMAND
World Media Awards
2005



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Chinese Win at the Gourmand Awards

On May 20, 2006 in Kuala Lumpur, Malaysia, Chinese win 3 “Best in the World” award, and 4 “Special Awards” of the Jury. No other country wins more awards for its cookbooks. This year only the French are equal. Chinese cooking is now recognized and honoured worldwide as the leading cuisine, in parallel with the French. More than 30 Chinese cookbook publishers participated in the competition this year.

Chef Dong Zhen Hong, of the Huguang Guild Hall Restaurant in Beijing, and Master Chef Du Gueng Bei receive the award for “Best Chef Book in the World”. It is published by China Light Industry Press (CHLIP). The beautiful book combines traditional historical dishes from Hunan and Guangdong with new creativity by the Beijing chefs.

Since the start of the awards in 1996, these Chinese chefs are the first to win for China. Previous winners include such famous chefs as Thomas Keller, from the US, Jacques Chibois, Alain Dutournier, Regis Marcon from France, Jean Claude Bourgueil from Germany, Philippe Rochat from Switzerland, and Heinz Beck from Italy. Most of these chefs have three Michelin stars the maximum distinction a chef can receive.

CHLIP also receives an award in the category for books published for a television show. CCTV and “Beautiful Taste for China” with DVD, are “The Best in the World” in this category. Previous world famous winners include Delia Smith (1999) and Jamie Oliver (2001) from the UK, Katsuyo Kobayashi (2000) from Japan, Markus Samuelson (2002) from the US, Tina Nordström (2003) from Sweden, and Babette (2004) from France.

Finally CHLIP shows its leadership in cookbook production by winning the category “Best in the World for Design”. “Quick noodles for Working People” is a series of three books in a box, with two holes to tie a ribbon, to keep it in the kitchen. This has universal appeal, and this book really should be translated and exported for the benefit of readers all around the world.

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It is the first time a Chinese wins the Gourmand Design award. Previous winners include France (1996 and 2001), Switzerland (1997), Australia (1998, 1999, 2002), the US (2000) and Sweden (2003 and 2004).

This year there are four winners of “Special Awards of the Jury”. The first one is Foreign Language Press with its collection of 8 volumes for the key cookery regions of China, published this year in Spanish in paperback, which should be a bestseller as an export to Spanish speaking countries, with an excellent quality at a very reasonable price.

There are two dictionaries that are very useful reference books that receive Special Awards. First there is “The Practical Dictionary of Chinese Cooking”, 1138 pages, with Chinese English entries vocabulary, compiled and translated by Xu Shi Yang, published by China Logistics Publishing House in Beijing. There is also the “Practical Dictionary of Baking and Pastry”, with French Chinese entries, compiled by former students of Le Cordon Bleu Cooking School, published in Taiwan by Creative Plus.

Finally the book “Sugar Art” published by Liaoning Press from Shenyang receives also a Special Award. Gino Cao is known as one of the best sugar artists, and sugar art from China is respected everywhere.

All information and other awards results are available in the Gourmand Yearbook 2006.