

GOURMAND
World Media Awards
2005



PRESS RELEASE
May 20, 2006

Russia Wins a Best in the World Gourmand Awards

For the first time, Russia wins a “Best in the World Award” in the Gourmand World Cookbook Awards, the Oscars of the sector.

On May 20, 2006, in Kuala Lumpur, Malaysia, Russian publisher **Arkaim** receives the **Best in the World Award for Best Cookbook Series**. The award goes to the **Million Menus Series: Breakfast on a Veranda, Express Cuisine, Picnic, Diet, Wholesome Food**. Arkaim sells over 8 million cookbooks a year. It has developed a very efficient way to produce cookbooks, with a most impressive databank of recipes. The “Million Menus Series” is a world wide brand for Arkaim.

Cookbook series are very important for publisher who wants continuing success over a long time. Some try to build it through the authors, while others like Arkaim focus on the format. Series are the real test of the craft of a publisher.

Past winners in this category include:

1997	Germany – Grafe und Unzer
1998	Australia – Le Cordon Bleu – Murdoch Books
1999	US – Williams – Sonoma, Weldon Owen
2000	US – Paulette Mitchell – IDG
2001	Germany – Zabert Sandmann
2002	Australia – Lonely Planet
2003	Italy – Il Leone Verde
2004	US – Williams Sonoma – Oxmoor House

Complete information on the Gourmand Awards will be published after May 20 in
The Gourmand Yearbook 2006.

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