

**THE GOURMAND WORLD COOKBOOK AWARDS  
“THE OSCAR FOR COOKBOOKS”**

**HARUMI KURIHARA  
THE GOURMAND GRAND PRIX WINNER!**

The 10th *Gourmand World Cookbook Awards* took place on 11<sup>th</sup> February in Örebro, Sweden, with 402 attendees from 30 countries. At the award ceremony followed by a gala banquet it was announced that Harumi Kurihara's English book 'Harumi's Japanese Cooking' had been named the Best Cookbook of the Year 2004. It was chosen from over 5000 cookbooks from 67 countries, published in 2004 and entered for the awards.

The book first competed against 9 winners in 8 different languages to win the Best in the World Asian Cuisine Book Award, and then went on to be the overall winner of this year. Harumi Kurihara is not only the first ever winner of this top award from Japan, but from the whole Asia, and Edouard Cointreau, Chairman of the committee of the juries, commented on the selection:

“Harumi, known as “charisma housewife”, is the most popular cookery writer in Japan. She wins this year the “Best Cookbook of the Year” because she is the best example of the strongest trend in cook book today: a simple, down to earth approach to stylish living and eating, with a philosophy of elegance and simplicity.

This is also a symbol of the change in the winds of cookery, from West to East. This book is authentic Japanese family cooking, with healthy meals prepared every day for Japanese or Western households. The winner of our “Best in the World Asian Cuisine Award” in 2001, Emi Kazuko said her objective was to make Japanese cooking part of the daily Western diet. Harumi is giving a major step in that direction with this book. Mrs. Kurihara started as a housewife, she has now sold more than 10 million books, and over 5 million copies of her magazine *Suteki Recipes, Lovely Recipes*. Her success shows how glamorous and trendy a super housewife can become.”

## **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 with words,” and promote the international cookbook business.

The founder and president of the awards Edouard Cointreau was born in the families of Cointreau liqueur and Remy Martin on his paternal side, and Frapin Cognacs on his maternal side. His family has had vineyards since 1270, and the famous French writer of the 16<sup>th</sup> century, Rabelais, son of a Frapin, is an ancestor.

The global cookbook market has grown dramatically in the past 10 years with the production of new titles now reaching 24,000 a year, double the number of 10 years ago. The *Gourmand World Cookbook Awards* has grown along with this cookbook boom, which is stimulated by successes of television food shows, and now receives approximately 5000 books from 67 countries for the competition each year. Over 150 Japanese cookbooks are entered, and there are more and more winners among the Japanese every year that compete for the “Best in the World”. There are 34 categories for the “Best in the World” winners, 13 of which are the major, top-end of the awards, including the Best in the World Asian Cookbook Award. Then the very best one in the cookbooks and wine books goes on to win the “Best Cookbook of the Year” and the “Best Wine Book of the Year”.

The past grand prix winners have been mostly male chefs often with Michelin 3 stars, such as Alain Ducasse and Ferran Adria. Harumi Kurihara is the first winner of the grand prix whose expertise lies in simple and stylish home cooking. Her winning the award also signifies the change of trend from expensive, elite cooking to more comfort-orientated but elegant home cooking.

For more information:

(English/French/Spanish)

Edouard Cointreau, President

Pintor Rosales, 36

28008 Madrid

Tel. +34 91 541 67 68

Email: [pilar@gourmandbooks.com](mailto:pilar@gourmandbooks.com)

[www.cookbookfair.com](http://www.cookbookfair.com)

**(Japanese)**

**Emi Kazuko (London)**

**Tel. +44 20 8399 6263**

**Email: [emi@emikazuko.co.uk](mailto:emi@emikazuko.co.uk)**

**[www.emikazuko.co.uk](http://www.emikazuko.co.uk)**