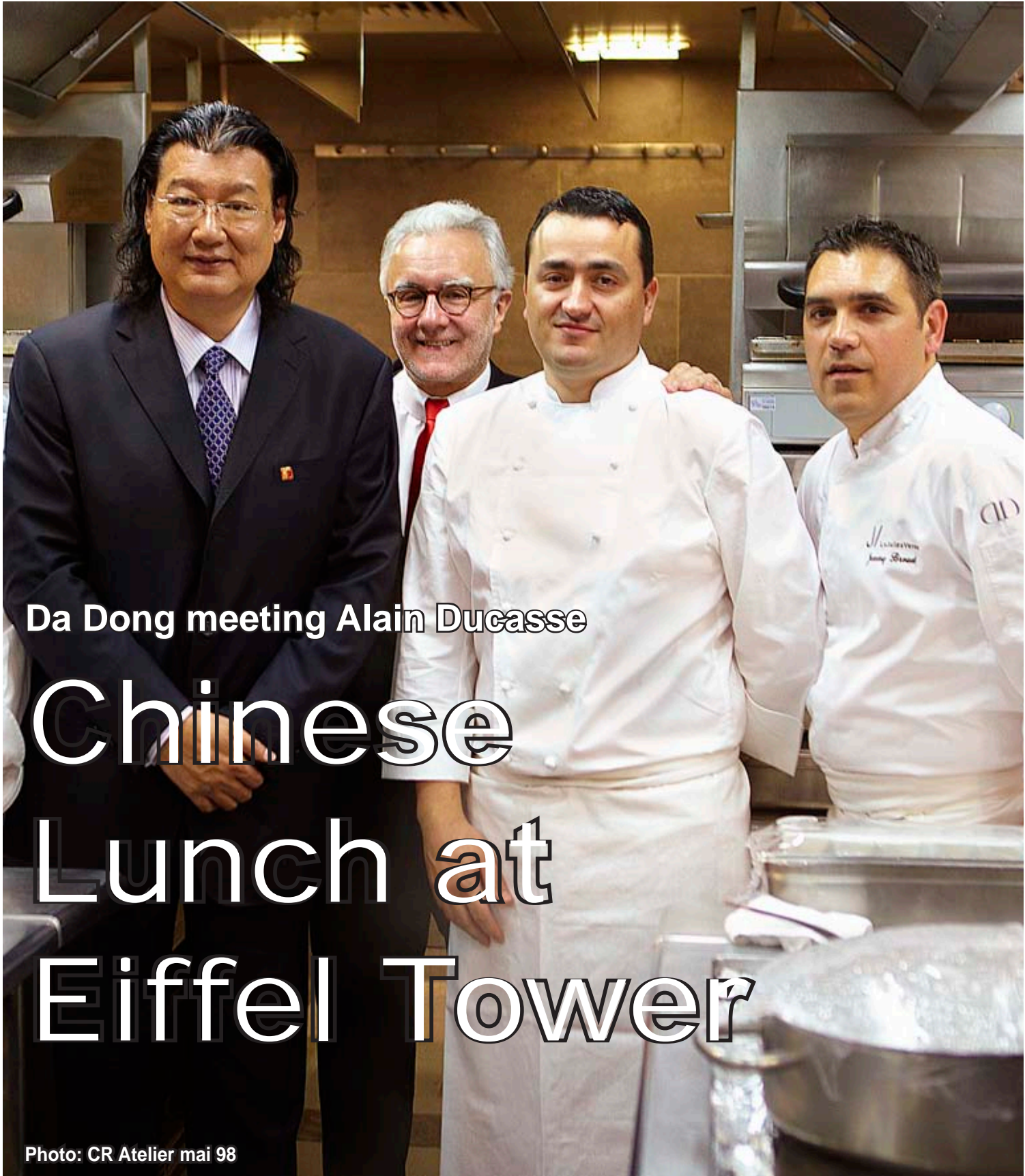




GOURMAND MAGAZINE

The International Cookbook Revue

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Da Dong meeting Alain Ducasse

Chinese Lunch at Eiffel Tower

Photo: CR Atelier mai 98

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An inside view by Vefa Alexiadou

„Cookbooks are the last thing people think to buy“

The situation in Greece is really scary. The whole economic system is collapsing. It is impossible to collect the money for the next installment of our debt, and I don't know what else the governors can ask from the people to pay. People have nothing else to give except their souls. People take care only for the very indispensable things. First of all food. Cookbooks are the last thing people under this economic pressure will think to buy. Since January I have sold 300 cookbooks. Last year in the same period I had sold 3,000 and two years ago 6,000. The money I collect is not enough to live, so I spend money from my savings. But I don't know how long they will last. I quit my secretary working for me for 14 years and also my helper. I am counting each penny, I spend

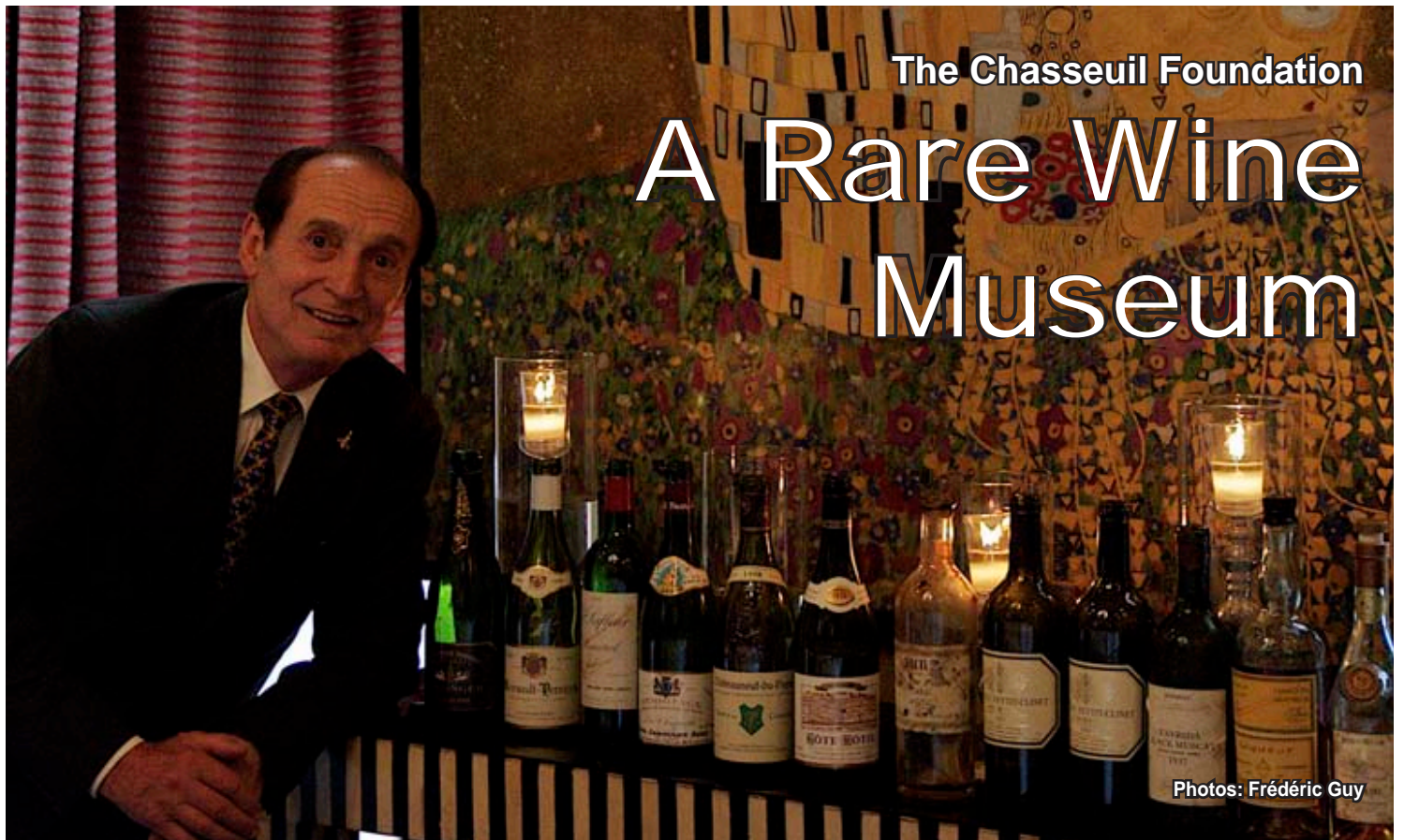
trying to make economy. As for the cooking and lifestyle magazines the situation is worse. Who cares about fancy and Gourmand food when he has no money to buy the ingredients for a simple plane meal, for the family. Comparing with Iceland we are more lucky as the traditional products of Greek cuisine never have been luxurious and expensive. As Greece never was a very rich country people used to cook for years vegetables, pulses, homemade pasta and cracked wheat dishes and also all kinds of stuffed with ground meat vegetables or other ingredients. The famous Bean Soup (Fasolada) was the very special soup that saved us from starving during the German occupation in the second World War. So because of the crisis we will return to our traditional dishes and



believe me it is for our goodness as this diet is the healthiest one. All dieticians recommend. To be healthy use less meat less fish, much vegetables, legumes and wheat. Greece this moment is standing on the top of a hill and in front is the precipice and behind is an abyss. Staying in the Euro, 10 or more miserable years will follow and people will get poorer and poorer with new cuts of pension and salaries. Going back to the Greek coin and leaving the Euro-zone we can't borrow new packages of help and immediately there will not be money for the pensions and salaries at all. Choosing the first option we are condemned to a slow death, choosing the second it is a suicide. So there is no way to escape. We just are praying, asking help from the God. People are desperate. In

the last two years we had 2,000 suicides. And the most common disease this days is depression. There are people searching for food to the rubbish heaps thrown out of the supermarket at the end of the day. They are looking for anything in a good condition to feed their children. The Market is dead. The stores are closing one after the other and people go out of their works. My daughter Angie had the Vefa's House franchise consisting by 26 stores around Greece. Now there are only five and all the others left unpaid debts. So Angie owe money to the bank and she is in a tragic condition.

Vefa Alexiadou is Greece's bestselling cookbook author and celebrity chef. SHE won several Gourmand Award, including „Publisher of the Year“ in 1998.



When Michel Chasseuil started his Rare Wine Collection forty years ago, he was the first to want to create a Rare Wine Museum. He was not buying bottles to drink them or make money by investing.

He wanted to save the rare wine treasures and create a collection for a museum which would become the reference for research and wine culture. In the beginning rare wine bottles were very reasonable prices. Collectors from the United States started to push the prices steadily up. A big jump up was created by the Japanese boom some twenty years ago. The market kept going up. Now a new increase is foreseen because of the

Chinese new collectors. The Chasseuil Collection is now valued at 40 Million Euros, in numbers 40.000.000 Euros, which is for China approximately 332.000.000 RMB. This could be seen as a success for an investor. For Michel Chasseuil, it is a problem, because of taxes in France. If he dies owning the collection, his estate taxes will be very high, probably more than half. The only solution then would be to sell the collection and break it up, which would be the end of the dream of Michel Chasseuil.

So he has decided to create a non profit Foundation, and give his collection to the foundation. He is very generous: his family will

not receive the money, but the collection will remain as a museum reference for rare wines. Every year, the Foundation will arrange for funds to buy the new wines, to keep the collection growing.

The Foundation will arrange exhibitions of the collection, focusing on world wine culture, including all countries. It will encourage wine culture research. It will help publish wine books. The main goal will be to protect and deep the collection together. Michel Chasseuil tried to buy three bottles or three boxes of each: one to keep in the collection forever, one to drink, and one to exchange or sell in the future. So there are

duplicate bottles that can be used to keep the collection alive by financing or facilitating getting new bottles.

The board of the Foundation is now made of three members, Michel Chasseuil, his son Jeremy, and Marcel Guigal. It is advised by the Committee of the Wise. These wine experts also have much experience and influence, to help the foundation: Vadim Beliakov (luxury distribution in Russia), Michel Bettane (Journalist, France), Michael Broadbent (Wine living monument and legend, Great Britain), Nicolo Boyko (wine expert, Ukraine), Aymeric De Clouet (expert in rare wines), Edouard Cointreau ("Wine Culture

Ambassador”), François Des Robert (Rothschild Bank, France), Christelle Grandin (Notary-Lawyer, France), Alain-Dominique Perrin (Fondation Cartier, France) and Elis Ponsolle des Portes (French luxury brands, Comité Colbert, France).

The Foundation was created in early 2012. The first meeting of the Committee of the Wise was May 22, at Paris restaurant Apicius, which was a private event. At that meeting the planning started for a big public fund-raising event in Paris in the Fall of 2012, which will be open to all serious wine lovers of rare bottles. The main decision of the Foundation now is to find an appropriate permanent location for the museum. It can only be done with the help of public institutions. In France, the elections of May 2012 have delayed the process. There are also some other countries that have expressed interest. The museum should allow for perfect keeping of the collection. It should include research capacity. It should allow the public to visit, and support the collection. At the moment over two thirds of the collection is French wine, it is expected the collection will include more and more wines from other countries. Chinese



Michel Chasseuil (7.f.l.) with the Committee of the Wise outside Restaurant Apicius in Paris.

wines will be an important part of the collection, which only has a few bottles of Mao Tai and Wuliangye at the moment. Chinese wine collection in China is now even more advanced than western wine collection. The Michel Chasseuil book “100 Extraordinary Bottles” is now publis-

hed in eight languages. The most recent one is the Chinese edition, launched in Beijing in May 4, 2012 by Oriental Press. The Chinese edition has been praised by Edouard Cointreau as the most beautiful and the best of all 8 editions, thanks to the quality of the printing by Artron in Beijing, by

a change in the format, better design and layout, including the best cover and back cover. This book is the next best thing to visiting the collection, the book is a treasure, with a limited edition. It is rare, like the wines in the collection, truly reserved for those who know and respect the best in wine.

The Menu

Aperitif

Champagne Bollinger Vieilles Vignes Francaises pre phylloriques 1990

Red tuna sashimi with duck foie gras Tavruda Black Muscat 1937 Tsar Nicolas II

Sea bass cooked on fire, sweet spices juice Meursault Perrieres Coche Dury 1999

Sweetbreads with mushroom canelloni Chateau Lafleur Pomerol 1989 Chateau Feytit Clinet 2000 and 2001

Beef on a spike

Cote Rotie La Mouline Guigal 1978 Hermitage La Chapelle Jaboulet 1990 Chateauneuf du Pape Henri Bonneau Reserve des Celestins 1998

Creme Brulee, salted apple and butter Vin de Paille Bouvret 1893

Sweets and Coffee

Chartreuse Tarragona 1942 Cognac Dudognon 1917



Françoise Barbin-Lécrevisse

Books dedicated to Cognac and its Region

Cognac is the main product from the French region Charentes and probably the most popular spirit all around the world. In the heart of that region, in the city that has given the name to Cognac lives Françoise Barbin-Lécrevisse. You might imagine that living here, everything has to do with the spirit. And Françoise Barbin-Lécrevisse is specialized in writing cookbooks to promote Cognac and its little brother, the sweet liqueur Pineau, but also the other typical products from the Charentes region, as Foie Gras, truffles, chestnut, snail etc. In France she is known as a kind of food and drink ambas-

sador for the products of the Charentes region. Her book "La cuisine du pineau" (Cooking with Pineau), won the Gourmand „Best in the World“ Award in 2007. Three years later Françoise has been successful again with her book "Cognac et cuisine d'aujourd'hui". At Paris Cookbook Fair she presented the English version of the book "Cognac and Modern Cuisine", published by Le Croît Vif, the regional Charentes publishing house. Using the original products of the region, her books contain real slow food recipes, and she calls her style "No Fuss Gourmet Recipes".

For her cooking in this special way has healthy aspects. Françoise Barbin-Lécrevisse : "You have to be aware of the French paradox: We eat real fat meals and drink a lot of alcohol. Every nutritionist would judge that this is absolutely unhealthy. But look at the French - we are one of the healthiest nation in Europe. I think it has to do with the quality of our products, our rejoice in cooking and celebration of dining." The book "Cognac and Modern Cuisine" contains 40 recipes, mostly with Cognac, but not always. Cognac can also be the perfect drink to match with the recipe. Under every recipe

readers will find two pairings by wine and cognac experts: Jean-Pierre Giraud suggests a wine or cognac, Olivier Rey recommends a special brand of cognac or wine, produced in the Charentes region. The book is rounded out with a brief history of cognac, information about the production and the different qualities. And who thinks that there is only one style to enjoy Cognac will be surprised to read about traditional preparations as "Brûlot Charentais" (Coffee and Cognac" or Cognac as a medicine.

"Cognac and Modern Cuisine"
Le Croît Vif
www.croitvif.com



Photo: CR Atelier mai 98

Da Dong lunch at Eiffel Tower Summer Dream

On May 21, Alain Ducasse invited his friends for a Jules Verne style Voyage Extraordinaire to the best of Chinese Cuisine with chef Da Dong. Among the guests of honor, there was past president of France Giscard d'Estaing and several ambassadors, including the ambassador of China, who gave a warm speech on the Chinese and French food culture friendship. The meal was perfect, a great success thanks to the talent of Chef Da Dong and his 3 chinese assistant chefs, and the team of Alain Ducasse. The major conclusion was that this was a winning combination, and that there was real value in future efforts of chine-

se food and french wines with such Master Chefs. The Summer Dream Menu was a genuine demonstration of the best recipes at Dadong restaurants in Beijing. The Ducasse team achieved a miracle in serving a perfect Chinese 5 course

meal for 120 in the second floor Eiffel Tower restaurant. Richard Geoffroy, cellar master of Dom Perignon, and Pierre Lurton cellar-master of Cheval Blanc and Yquem, presented the french wine legends which matched the chi-

nese food master pieces. All wines were from LVMH, thanks to President Navarre of Moet Hennessy. All dishes were stunning, with experienced guests applauding the sea cucumber as the best they ever had anywhere.

The Menu

Traditional Beijing pea flour cake

Dom Perignon 2003

Sliced Canadian Geoduck clam with Sichuan pepper

Dom Perignon 2002

Shredded Tofu with squid ink soup

Dom Perignon 1996 Oenotheque

Steamed Crab with Shaoxing wine

Dom Perignon 1973 Oenotheque

Soy bean paste with sea cucumber,with traditional Beijing noodles

Chateau Cheval Blanc 2000

Mango Dessert

Chateau d'Yquem 1998

Traditional Beijing snacks

Cognac Hennessy Paradis Imperial



Karen Page and Andrew Dornenburg's new masterpiece

The Unconventional Way into the World of Wine

Karen Page and Andrew Dornenburg belong to the elite of wine and culinary experts in the USA. Their books won numerous prizes, including several Gourmand Awards. "Becoming a Chef" was praised by Julia Child, who said she kept a copy by her bed. Their new masterpiece is "The Food Lover's Guide to Wine", that won the Gourmand Award as "Best Book Matching Food and Drinks in the World".

But the book is much more than just a guidebook about which wine matches best with a certain dish. "The Food Lover's Guide to Wine" is the perfect introduction for people who want to learn about wine and

an essential encyclopedia for every wine and food lover.

Unlike other experts the couple does not write in a hyper-sophisticated tone, but in a natural language and explains wine with easy examples as using crayons for the different wine varieties. They even show the reader how to pronounce the different wines the right way. "Our aim is to make people curious about wine and help them to discover this universe", says author Karen Page. "But the whole scene has become a bit esoteric. That excludes beginners, who fear to embarrass themselves by asking silly questions. Our book is like an invitation to the

world of wine. It really helps you to become a connoisseur."

The chapters on how to match food and wine are no silly list of dishes and wines that fits best. "We want our readers to create the right pairing for them", explains Andrew Dornenburg. "And the right pairing for them might not be the right pairing for someone else." The target of the authors is to impart knowledge and that the readers understand the principles. They explain the matching of food and wine with the help of a xylophone. Under the headline "Composing a menu" the authors show that the secret of a good menu is like a scale, moving from the high to

the low tones with every new course and wine. Fish and seafood are high tones, beef a low and chicken a moderate tone. Same with the wine from high (Sauvignon Blanc) to low (Zinfandel).

Guide, encyclopedia, lesson, history book, shopping consultant - this book includes it all. But Karen Page and Andrew Dornenburg are not so full of themselves to think they are the only wine experts. They even include a chapter of wine book recommendations. Have you ever seen this in another wine guide?

"The Food Lover's Guide to Wine"
Little, Brown and Company
www.karenandandrew.com



Aslihan Koruyan Sabanci

Gluten Free, but no Cut Backs in Taste

It is nearly impossible not to be impressed by Aslihan Koruyan Sabanci: She is Master in Business Administration, former Miss Turkey, European Queen of Beauty and Vice-Chairman of Sedes Holding, a big investor in aviation, cosmetics, real estate, logistics and much more. It seems whatever she does, turns out to become successful. Because of her food sensitivity she started to write a gluten-free cookbook called "Gluten Free Mediterranean Gourmet Cuisine", which has been published in Turkish and English. It became a bestseller and was honored with the Gourmand Award as „Best Nutrition Book in the World“ in Paris

this year. The full-colored book offers more than 170 recipes on 321 pages with beautiful photography and an informative scientific introduction to the issue of food sensitivity written by Dr. Muazzez Garipagaoglu.

"I love cooking and I love food"; says Aslihan Koruyan Sabanci. "It has been a passion to me for all my life. And it has been a big shock to me, when I found out how many food allergies I had."

Her sensitivity to bread, milk and cheese cut back her nutrition in a way she never dreamed. "I could not believe how little there was for me to eat", she says. She bought herself

some gluten-free cookbooks and became bored of them very soon, because of the use of unusual ingredients as spelt, tapioca flour, egg replacer, almond flour and so on. "Where and how would I find all these things? It was time for me to roll up my sleeves!"

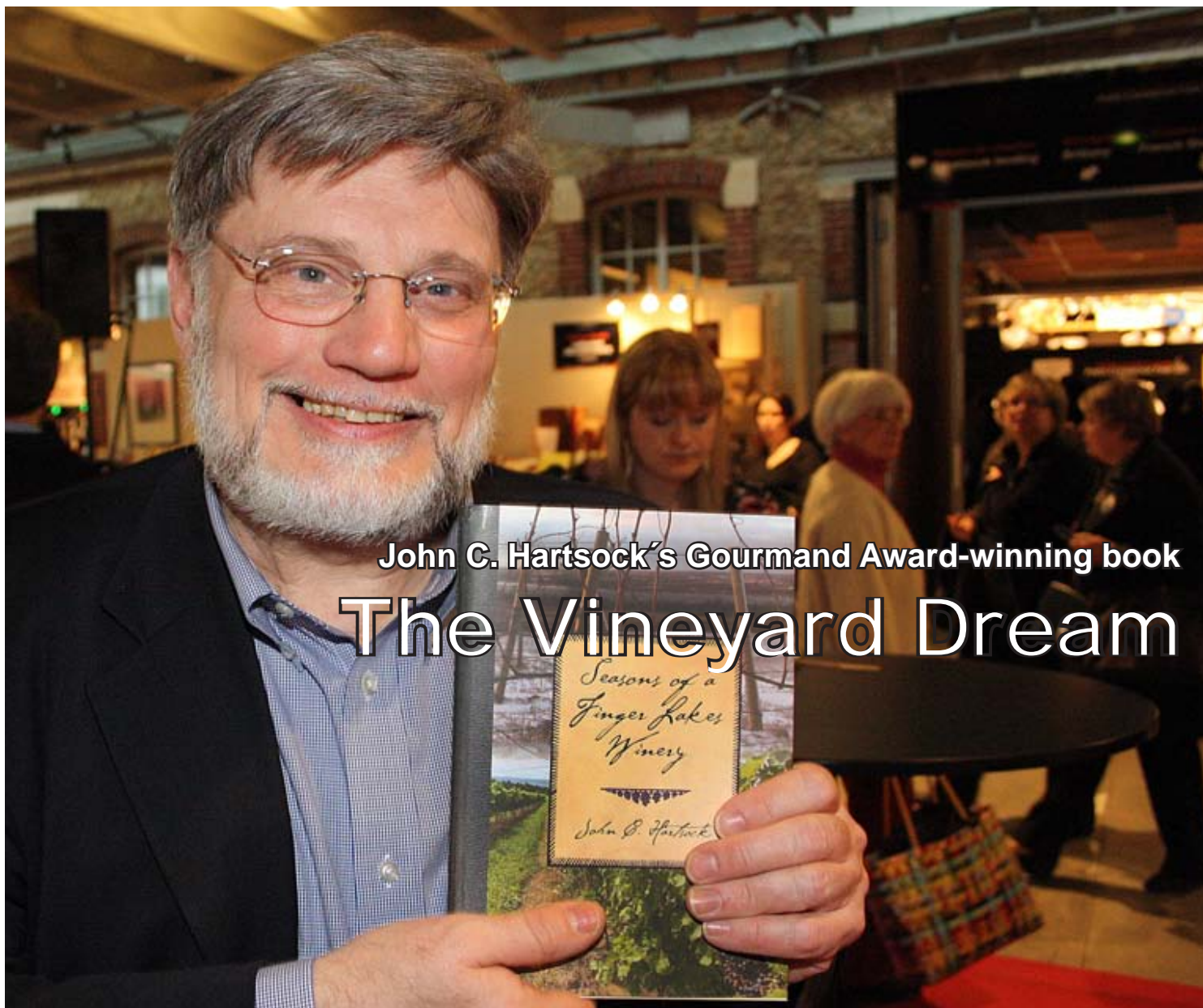
So she started to write her own gluten-free recipes. She cooked the recipes she knew, without using flour, but with a lot of vitamins to stabilize the immune system and antioxidants. Over a period of two years she invented more than 100 recipes. Recipes that do not taste as if they are diet dishes. "I did not want to force my family into eating

the same way I had to, but when my family and close friends tasted my recipes, they demanded that all the food I cooked in our house be gluten free."

That is the secret of the book "Gluten Free Mediterranean Gourmet Cuisine": You are not aware of cooking recipes from a diet or nutrition book. Only the charts of vitamins, fiber, fat, proteins and so on remind you of the healthy aspect of the book. But your guests at your table will never know, if you do not tell them.

Afiyet Olsun!
(Enjoy your meal!)

"Gluten Free Mediterranean Gourmet Cuisine"
NTV Publishing
ISBN 978-605-88826-1-4



John C. Hartsock's Gourmand Award-winning book
The Vineyard Dream

After years of dreaming Rosemary and Gary Barletta founded their Long Point Winery on the eastern shore of Cayuga Lake (USA). The romantic image of the winemaker taking care of his plants in the morning dust on a beautiful piece of land has been displaced very quickly by the harsh realities of business plans, vineyard pests and brutal weather. After years of hard work, frustration and joy the Barlettas are happy to produce sixteen varieties of wine

and won some important awards, such as the gold medal of the American Wine Society for a Cabernet Franc. It has been a long way for them.

Professor John C. Hartsock from the State University of New York College at Cortland wrote down this fascinating story. "Seasons of a Finger Lakes Winery" offers a close look inside the rise of artisanal wineries in the USA. On the basis of the four seasons the author

unites the story of the beginnings of the Long Pont Winery with the daily grind in a cycle of one year.

"I wanted to write a human interest story of a couple trying to become winemakers with nearly no money", John C. Hartsock explains. First, the book is a fascinating story of people making their dream come true, with a literary concept and style that reminds us on Thoreau's "Walden". At the same time, "Sea-

sons of a Finger Lakes Winery" shows the challenges of becoming a artisanal winery. For his intense and private book John C. Hartsock has won the Gourmand Award for „Best Drinks Writing in the World“ in Paris this year. „I wrote a book about a dream that came true and by wining this award a dream of mine came true.“

„Seasons of a Finger Lakes Winery“
 Cornell University Press
www.cornellpress.cornell.edu



Chef Andrés Madrigal from Spain

The Restless Culinary Traveller

Andrés Madrigal (45 years) from Spain is a restless seeker for culinary experiences. Change is the constant in his life and breathtaking career. He started as a dishwasher in a shellfish restaurant after his father forced him to start working. After one of the cooks became ill, Madrigal suggested himself as a replacement person. He succeeded and after a while he got opportunities for internships in some famous restaurants of Alain Ducasse, Roger Vergé and

Juan Mari Arzak. Then he became chef of his first restaurant, "Balzac" in Madrid. In 2007, he took over the new restaurant "Alboroque" in Madrid and made it one of the most ambitious culinary places in Spain. His fusion of the cuisine of Provence and Spain made him part of the culinary avantgarde in Spain. "I try to translate feelings into dishes", he explains his cuisine. And the bigger the variety of ingredients the more precise he can express himself through his

recipes. Probably that is why he takes every opportunity to travel the world, taste new dishes and flavors. The results are signature recipes that are absolutely unique and thrill the guests in his three restaurants in Madrid. Cooking is only one of Madrigal talents. He is also a popular discjockey with his own radio-programme, TV host and cookbook author. He presented his latest book, "Cocinar con Sentidos" (Cooking Directions) at Paris Cookbook

Fair this year. At the moment he is already working on his fourth cookbook called "Las cosas de los jueves" (Think of things on Thursday). It will be as much a traveller between worlds than he himself is. Andrés Madrigal: "It will contain recipes, multicultural experiences, my philosophy and a lot of humor." A masterpiece? Probably. But for sure not his last one. Still there is so much to discover. And for sure, Andrés Madrigal is already on the road...

News from the Gourmand Family



Beijing in June.

Le Cordon Bleu International announced a new scholarship, one which will substantially assist the successful applicant to attend one of Le Cordon Bleu's most prestigious courses: Hautes Etudes du Goût in Reims, France. Now in its 8th year, Hautes Etudes du Goût ('Higher Studies in Taste,' or 'HEG') is a unique offering for graduates and experienced professionals with a passion for knowledge and gastronomy. The Le Cordon Bleu Scholarship to HEG will provide the successful applicant with 2,500 Euros toward this elite course in gastronomic education (the total current price is 5,500 Euros). All costs for lectures, events, accommodation, meals and transport (are included in that amount (exclusive of the cost of travel/flights to attend HEG).

More information:
<http://lcbparis.com/paris/heg/en>

"Fresh Fast Food" is the title of the new radio show by celebrity

chef **Julie Biuso** on Radio New Zealand. You can hear the show on the internet by ticking on the link below:
www.radionz.co.nz/national/programmes/afternoons/audio/2517069/fresh-fast-food-with-julie-biuso

In July publisher Harper Collins will release the new book of bestselling vegetarian cookbook author **Rose Elliot** MBE called "30-Minute Vegetarian". Rose won the Gourmand Award for "Best Vegetarian Cookbook in the World" in 2011.



Carl Warner, creator of the 2012 Paris Cookbook Fair poster, has finished his new TV commercial for Edible Arrangements in the USA. You can watch

the spot on You Tube;
www.youtube.com/watch?v=zKL5xaMPxw



At Paris Cookbook Fair nutritionist **Edith Kubiena** signed a contract with German publisher Kornmayer. Her first cookbook will be released late this year.

www.kubiena.com

The new book by Gourmand Award-winning wine book author **Deborah Rudetzki** will be released in early June. "L'oenologie c'est un jeu" (Enology is a game) will be published by Libro. And she has already finished work for her forthcoming book "The Forum" that will be published by Éditions de Chêne in October.

Send us your news:
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