

The Best in the World 2006

SWEDEN



Beijing, China
April 8, 2007

The Gourmand World Cookbook Awards event in Örebro and Grythyttan in 2005 was the last in Europe after 10 years. In 2006 the awards went to Kuala Lumpur, Malaysia and in 2007 to Beijing, China. Like the « Olympics », Gourmand travels! Sweden continues to impress with the quality of its food and wine books and culture.

The big winner in Beijing was « Vinets Magi », which already was chosen as best of all cookbooks and wine books of 2006 by the Swedish jury. In Beijing, « Vinets Magi » received the award for « Best Wine Book in the World » this year. Author Bengt-Göran Kronstam, with photographers Claes Löfgren and Björn Lindborg have created a masterpiece, published by Max Ström.

The « Best Cookbook Cover in the World » this year was from Sweden, for the Cookbook Café sisters Lisa and Monica Eisenman. Their pastry book is excellent, with a great team around the sisters, with Kristina Hagström, photos by Helen Pe, layout by Monica Eisenman and Yvonne Berggren and skilled publisher Forum

Lill Forsman of Bokbolaget received a very Special Award for her career. Looking into Gourmand World Cookbook Awards history, you see the record of Swedish cookbooks and wine books. Compared to people Sweden has the highest production per capita. In quantity and in quality the publishers are well established at top world level. One of the main driving forces behind this is the outstanding Project Manager, Lill Forsman of Bokbolaget. On commission from big publishers, television companies and others she has been leading the creation of many beautiful best selling cookbooks. When the big ones not have believed in Lill's project she has turned them into reality together with the printer Fälth & Hässler on a small label, Arena.

Ingela Holm of ICA receives a « Special Award » for her career. One driving force in Swedish cookbook success is good publishers. One of the best is ICA. For several years their leader has been Project Manager, Ingela Holm. She has been doing 8-12 books a year. Many books would never even have been thought of without her initiative and creativity, most of the book ideas hers. Thru ICA the books are produced by a selected team that works under Ingela Holm's management.

More information is available on www.cookbookfair.com and in the Gourmand Yearbook 2007 which was published for the Gourmand Awards in Beijing.