

Gourmand World Cookbook Awards 2018

Laetitia Sullivan



I recently accompanied my mother – author of the cookbook *Sandveldkos: Kosnostalgie en stories van gister*, on which Etienne van Zyl, Marlene Rose and Monica Bosman, members of PEG and SATI, also collaborated – to the 23rd Gourmand World Cookbook Awards hosted in Yantai, China, where Mum's book received the award for 'Best Local Cuisine Book: Africa'.



Background to the Gourmand World Cookbook Awards

The awards were established in 1995 by Monsieur Edouard Cointreau of the well-known Cointreau liqueur and Rémy Martin cognac empires. It is the only international competition for cookbooks and has been compared to the Academy Awards of the film industry. This year, 215 countries competed in 100 categories for cuisine, 30 for beverages, and 10 categories for TV programmes. All books published between November 2016 and November 2017 were eligible to enter. Titles could be in any language, any format, for sale or free, with or without an ISBN number, and trade or self-published, and entry is free of charge. The national competition serves as a qualifying round, whereafter books represent their country in the 'Best in the World' competition. One judging panel per country, or per language for multiple languages in a country, is appointed to ensure a fair process.

The awards celebrate those who 'cook with words' and are aimed at promoting awareness of and respect for a country's food and drinks culture, documenting indigenous food culture, and creating tourism opportunities. It also serves as the perfect networking opportunity for publishers from around the world to discuss international translation and distribution rights. In 2018, the awards took place in Yantai, China's wine capital and the birthplace of Shandong cuisine, one of China's eight regional cuisines. It was a five-day feast for the senses and included cooking demonstrations, book discussions, food documentary screenings, wine tastings, and mingling with the who's who of the culinary world.

South African winners

South Africa was well represented at the awards, and all the South Africans in attendance walked away with top honours in their respective categories:

- Nompumelelo Mqwebu: *Through the eyes of an African chef* (Best Self-published Book);
- Alix Verrips: *Brunch across 11 countries* (Best Breakfast Book);
- Rina Theron: *Sandveldkos* (Best Local Cuisine Book: Africa);
- Susie Chatz-Anderson: *A bite of Latin America* (Best Latin American Cookbook outside Latin America). ➤



SA winners (from left to right):
Nompumelelo Mqwebu, Alix Verrips,
Rina Theron and Susie Chatz-Anderson





The awards celebrate those who 'cook with words' and are aimed at promoting awareness of and respect for a country's food and drinks culture

Left: 'Chinglish'

Far left: Eye-catching cookbook titles

Latest international cookbook trends

In his opening speech, Monsieur Cointreau highlighted the latest cookbook trends and mentioned several growth sectors, such as tourism (eg tourism websites), social media (like books by food bloggers and food apps), health and nutrition together with ethics and environmental concerns (books about veganism), indigenous food culture (those about culinary history and the 'locavore' movement) and cookbooks for children. Single subject books (eg books about butter, eggs, coffee, champagne, truffles, noodles, cheese, bread) are also popular. Sports and nutrition is another growth market, with

interesting titles like *Ten reasons why Jamaicans run so fast* and *The joy of cooking for climbers*.

Finally, editors should take note that a quirky title will go a long way in piquing a reader's interest, but here I don't have China's special brand of English, or rather 'Chinglish', in mind! 🍵

#thingstocome

Forthcoming events

Western Cape

- **27 October 2018:** MS Word skills for editors: Tables of contents.
Presenter: Monica Bosman.
- **17 November 2018:** How to self-publish / Hoe om self te publiseer:
Sandveldkos: Kostalgie en stories van gister (2017).
Presenter: Laetitia Sullivan and Monica Bosman.
- **8 December 2018:** Year-end breakfast: 21 Rimini Street,
Morgenster Heights, Brackenfell.

KwaZulu-Natal

- **27 October 2018:** Punctuation and grammar group workshop.
Presenter: Shielagh Bamber.
- **1 December 2018:** Year-end function.

Gauteng

- **13 October 2018:** Careers in language practice (Potchefstroom).
Organiser: Christien Terblanche together with SATI. There will be different short presentations on the different aspects of language practice. Various presenters have been contacted to speak on different aspects.
- **10 November 2018:** Technical writing and editing. Presenter: Joan Kalk.
- **1 December 2018:** Year-end function. Speaker: To be confirmed, possibly Hamilton Wende, David Gemmell or AN Other!