

## PRESS INFORMATION

### **Delicacies from all over the world in the Gourmet Gallery International food & wine publishers to appear in Hall 5.0**

La dolce vita in Frankfurt: For the first time ever, the Frankfurt Book Fair (14 to 18 October) will present the Gourmet Gallery (Hall 5.0 B 979) – an area devoted to the theme of savouring good food and drink. With more than 40 exhibitors from ten countries on more than 400 square metres of space, gourmet and cookbook publishers will feature the latest trends in all things related to enjoying the finer things in life. Sommeliers, chocolatiers and other providers of culinary delicacies will also be in attendance.

A fully fitted show kitchen will serve as the event venue. Here visitors can take a peek under the pot lid by watching the cooking shows of those who are the masters of their disciplines – from Malaysia (Chef Wan), Argentina (Chakall) or Norway (Geir Skeie), among other places. Star chefs like Sarah Wiener and Horst Lichter allow the public to share in their knowledge of dining and cooking. From discussions about slow food and criteria for wine appraisals, from conversations about molecular gastronomy and eating a healthy diet on a limited budget, right up to cooking with kids - epicureans big and small are sure to get their money's worth in the Gourmet Gallery. In addition, the "Gourmand World Cookbook Awards" will showcase the winning titles of the renowned cookbook competition exclusively at the Frankfurt Book Fair.

Quiet nights at home, cooking, connoisseurship - "living the good life" - is in. Cooking is celebrated as a social event and cooking shows have never been so popular. The growing importance of having good things to eat and drink is also reflected in the world of books and publishing. With a market share of 21 per cent, titles on food and drink lead the field in German how-to publications. According to a study, around 8,248 titles on these subjects were published in Germany in 2007. And according to the trade magazine *The Bookseller*, the food & drink category in Britain was worth 78.5 million pounds in 2008. Digital and cross-media initiatives are on the rise, and publishers are expanding their online presence in the process. Booksellers are discovering gourmet products like luxury chocolate, tea and coffee specialities or wine, as an additional source of revenue.

But for the culinary supply sector, the book trade is still a largely unexplored market. Speaking about the new concept Juergen Boos, Director of the Frankfurt Book Fair, said: "The new international Gourmet Gallery area is intended to create a platform at the Book Fair for presenting current trends and as a forum for new partnerships."

Partners of the Gourmet Gallery include "die Eintagsküche" (the Ephemeral Kitchen) in Frankfurt and the Communications- und Projektagentur GmbH CPA! (Communications and Project Agency) in Wiesbaden, among others.

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