



**PRESS RELEASE**  
**May 20, 2006**

## **Alain Ducasse : Best Cookbook Publisher in the World**

On May 20, 2006, in Kuala Lumpur (Malaysia) **Les Editions d'Alain Ducasse** receive the **Gourmand Award for Best Cookbook Publisher in the World**.

Alain Ducasse strives for the same perfection in quality in publishing as in cooking. The readers experience the same standard of excellence as the guests in the restaurants. Like cookery, publishing is a team work. Alain Ducasse has one of the most talented groups of cookbook professionals in the world headed by Emmanuel Jirou Najou in Paris.

Before becoming a publisher, Alain Ducasse started as an author of cookbooks, as early as 1992 with *"La Riviera d'Alain Ducasse"*. He received his first "Best in the World" award as an author for his *"Flavors of France"* recipe book, published directly in the US in 1998. His first book translated to English-an easy recipe book he co-authored with Françoise Bernard in 1999-also acquired a "Best in the World" award. Previously he had bestsellers in French with his Provence cookbooks. In 1999, he decided to publish a Bible of all his recipes, to build a historical record of his work : *"Le Grand Livre de Cuisine d'Alain Ducasse"*. The making of the book took two years. At his Michelin three star restaurant, Avenue Raymond Poincare in Paris, he dedicated one room to photography, to record all recipes as they were created. He explained his project to the leading cookbook publishers in the world, who were invited to visit the restaurant and see the publishing work in process. When the publisher did not understand nor agree to do what he envisioned, Alain Ducasse decided to become a publisher.

His partner and general manager Laurent Plantier convinced his friend Jirou Najou to incorporate his publishing company **Les Editions Culinaires** (LEC) in the Groupe Alain Ducasse in 2000. LEC is a leader in packaging and marketing quality books at reasonable prices for the general public. Among LEC best sellers is *"Le Creuset Cook Book"* by David Rathgeber (Chef at Bistro Benoit in Paris). The new publishing company **"Les Editions d'Alain Ducasse"** became between 2001 and 2005 the world leader at the top end of the market, proving to other publishers that there were big sales and profits for cookbooks over 50 Euros or 60 Dollars, the limit before Ducasse. The 4 volumes of les *"Grands Livres de Cuisine d'Alain Ducasse"* all sold over 150 Euros retail when they were launched, with volume 1 selling 24.000 copies at 210 Euros in the first 18 months in France. Volume 1 entered the "Gourmand Hall of Fame" in 2001. It was published in English in 2005 by Stewart, Tabori and Chang in the USA and will be available in German in June and in Italian in September. Among « Les Editions d'Alain Ducasse » other best sellers are *"Spoon*

*Cook Book*” and “*La Cuisine de Ducasse by Sophie*” by Sophie Dudemaine, the French famed author and TV food show anchor.

In 2004 and 2005, **Les Editions d’Alain Ducasse** accelerated their international expansion. As an author, Alain Ducasse has numerous translations of his 16 books. The publishing house “Les Editions d’Alain Ducasse” has long term agreements in various countries, with licensing, translation and distribution contracts with leading publishers’ houses as partners. For instance in Spain the partner is Ediciones Akal, in Madrid, a publisher with a catalogue of 3000 books, and its own distributing system in Spain and Latin America. The “*Grand Livre de Cuisine d’Alain Ducasse*” in Spanish is published by Akal in 2006.

The previous winners of this unique and prestigious award for “Best Publisher” are:

1996	Murdoch Books – Australia
1997	Grafe und Unzer – Germany
1998	Vefa Alexiadou – Greece
1999	Prisma – Sweden
2000	Grub Street – Great Britain
2001	La Val de Onsera – Spain
2002	Larousse – France
2003	Klett Cotta – Germany
2004	Universidad San Martin de Porres – Peru
2005	Les Editions d’Alain Ducasse – France

### ***About Groupe Alain Ducasse***

*The Groupe Alain Ducasse devotes itself with passion to the culinary pleasures and arts of hospitality in order to answer to the needs of its varied, mobile and international customers. The Group keeps on developing new ideas and ensuring their circulation. This constant search for excellence relies on the particular talents of the men and women of the Group, on the utmost quality of its products and on a complete knowledge of modern technologies. At the head of his Group, Alain Ducasse is at once a chef-creator, and a strict entrepreneur. As creator, he insists on offering a cuisine that is just right; as entrepreneur, he implements a modern economic model, a transfer of his knowledge and a relevant vision of the food service and hospitality industry.*

[www.alain-ducasse.com](http://www.alain-ducasse.com)

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