



“LE CORDON BLEU, FRENCH CUISINE - BASICS OF THE BASICS” AWARDED AS “ THE BEST FRENCH CUISINE BOOK IN THE WORLD” AT LE GOURMAND WORLD COOKBOOK AWARDS

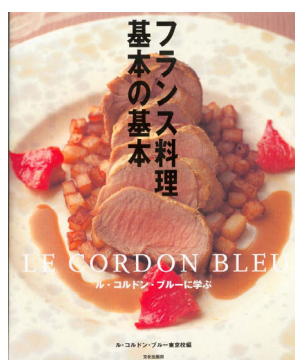
Barcelona, February 27th, 2004 : Thanks to the experience of Le Cordon Bleu’s Chefs, Le Cordon Bleu, La Cuisine Française – Base des Bases has been awarded the first prize for *“The best French Cuisine Book of the year”* in Japanese at the “Gourmand World Cookbook Awards” gala diner in Barcelona.

Le Cordon Bleu, La Cuisine Française – Base des Bases demonstrates an ideal concept to introduce Japanese readers to techniques of classical French cuisine. In 103 pages, the book presents 30 recipes in a classic and modern way of preparation. Each recipe is shown in a detailed process with up to 24 pictures taken by Takeharu Hioki and the dishes are beautifully presented by Pierre-Deux French Country stylists. The book also includes the step by step preparation of stocks, sauces, meats, fish and vegetables.

Since its inception in 1895, Le Cordon Bleu has published magazines, recipe books and cookbooks for amateurs and professionals. Since 1995, Le Cordon Bleu Japan has been working continuously with Bunka Publishing to publish cuisine, pastry and bakery books such as Le Rêve de Sabrina (“The dream of Sabrina”) collection, also published in Korean and traditional Mandarin.

The books Le Cordon Bleu regularly receive French and international awards and are translated into several languages. Le Cordon Bleu Cooking Techniques was awarded the Gold Medal at the Frankfurt Book Fair in 1998 and Wine Essentials was awarded the 2001 bronze medal at the Jacob’s Creek World Food Media Awards. Moreover, the celebrated collection, Le Cordon Bleu Home Collection, has been translated into 17 languages and has sold more than 6.5 millions copies. In addition to their wide public success, certain Le Cordon Bleu books, such as Professional Cooking and Professional Baking, have become the official textbooks of the American culinary educational system.

Le Cordon Bleu is a cosmopolitan and convivial centre for the culinary arts and the French “art de vivre”. Today, the group Le Cordon Bleu is present with 25 schools in 15 countries around the world. Each year, Le Cordon Bleu faculty teach 18, 000 students of more than 70 nationalities. Le Cordon Bleu has become one of the most prominent organizations dedicated to culinary, hospitality and tourism education, continually highlighting French culinary values.



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For more information please contact :

LE CORDON BLEU

8 rue Léon Delhomme

75 015 Paris France

Tel : +33 (1) 53 68 22 50 Fax : + 33 (1) 53 68 22 73

paris@cordonbleu.edu

www.cordonbleu.edu