



YANTAI WINE BAY

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Newsletter

Number 6 - Mai 2015



Tianma Wine Bay
Summary - Program

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Tourism - Highway 206

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China Publishers magazine

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● Bring your books to Yantai

We have much space for the books exhibition, all your books are welcome, with no limit on the number of food and wine titles. It will be in the big art gallery with the food and wine photography exhibition.

● Many expat foreigners are expected

The Japanese and Koreans are the most numerous in Yantai. There are a surprising number of French speaking foreigners, federated by La Lettre du Cercle Francophone de Yantai, with its 3000 readers.

● Many Chinese are expected

Yantai Wine Bay was three times on the television news in one week, the announcement of the June event (18 - 5), the University for the 3rd Age (21), and the Steinway pianos feast (23). See page 12.

● Wine Bay University for the 3rd age

On June 21, French professor Francois Vellas signed the official documents for the international University for retired people, at Yantai Wine Bay. He is the president of the world federation, and the director of Universite du 3eme Age in Toulouse. It is the first international University of this type in Shandong. The building of the University, and the campus are next to the show rooms center at Yantai Wine Bay. The courses will include wine and food culture in China.



X

CULTURE AND TOURISM ARE THE DRIVING FORCES OF THE GOURMAND AWARDS IN YANTAI THIS YEAR. We will have slightly more foreign guests from outside China than last year in Beijing. They are staying longer, with one third of the guests staying for one week or more. They will have time for tourism and the beach. Yantai is larger than Barcelona. It is a garden by the sea, with many trees. The orchards and farms are never far.

The Yantai food is very different from Southern Chinese food, and quite a (good) surprise for those who know Guangdong, Shanghai or Sichuan cuisines, but not Shandong cuisine. The guests will be able to taste the very best of Fushan, Yantai and Shandong cuisines, from very local to the regional. They will be able to decide if they share the same taste as the emperors of China, who wanted their cooks to come from Yantai. They will probably understand why the Chinese keep their food culture, and are not usually attracted to the Western foods.

Culture is important historically in Yantai, with much to see, from the antique Fairyland of Penglai, to the reconstructed pedestrian streets of the nineteenth century Treaty Port in the Zhifu center district.. Yantai is very spread out, and can be compared to Catalunya around Barcelona. There is much to visit in Yantai and Shandong, from the sea. its islands, to the mountains. One week will give you the taste for more. The two priorities are Penglai, and Changyu, its wine Museum and/or Chateau Changyu Castel.

Wine is facing now a big issue. Will Chinese drinking culture totally change and adapt to the western attitudes, behaviors and values, or on the contrary will the Chinese create a new wine culture of their own ? The answer will drive production marketing, sales and consumption. Given the weight of China in the world market in a few years, it could have a very significant impact on international wine, wider than Robert Parker. However, one subsidiary issue for me is clear, the Chinese will need all the wine they can produce and import to satisfy domestic consumers. They are not building up to challenge the world for exports, but to answer the internal needs.

Edouard COINTREAU



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YANTAI NEWSLETTER - GOURMAND INTERNATIONAL

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Publisher Édouard Cointreau - Editor in Chief Pascal Serre

www.cookbookfair.com

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Yantai Wine Bay

Yantai Wine Bay is the creation of the Wang brothers, from the big real estate company Tianma. They are the major partner of the Gourmand Awards in 2015.

Summary

The dinners - The awards - The wines

Sunday 7

18:00 - 21:00 - Gourmand Family dinner.

Monday 8

18:00 - 21:00 - Welcome dinner for all - WINE and DRINKS + TELEVISION awards during dinner - Chinese Feast dinner.

Tuesday 9

16:00 - 18:00 - Gourmand World COOKBOOK Awards - Theater style
19:00 - 22:00 - Yantai food dinner celebration.

Wednesday 10

18:00 - 21:00 - Fushan dinner - In the birthplace of Shandong and Imperial cuisines

Program

YANTAI WINE BAY

369 Huanghe Road
Yeda - Kai Fa Qu
264006 Yantai

A big sign announces in Chinese and English the Gourmand Food and Wine Culture Awards. Coming from our four hotels, it is on the right, just opposite the Chateau Changyu Castel and its vineyards. It is not in the residential area with towers, it is a stand alone building. Coming from the beach, it is at the top of the pedestrian street in front of the pier curved in the shape of a musical key.

The first step is registration, to get the personal badge.

Registrations - Everyday 8:00 - 17:00 from Friday 5

Tourism - Everyday 8:00 - 17:00 Sunday 7 to Thursday 11



Thursday 11

18:00 - 21:00 - Barbecue party in the Yantai Wine Bay gardens.

THE WINES - ALL FROM CHINA

Penglai - Treaty Port Vineyard - Chris and Tiffany Ruffle
Penglai - GuoBin Chinese wine
The wines Quindao Hauptmann
Xinjiang - Xiangdu Winery - Les Champs d' Or - Mrs. Li Ruiqin



Tianma Yantai Wine Bay

Setting up - For professionals, 9:00 Friday June 5 to 10:00 Monday June 8

Opening to professionals with badges, everyday 8:00, from June 5 to June 11

Opening to the public, everyday 9:00

Closing for the public, everyday 17:00

Closing for professionals 17:30, except last day Thursday 11, closing at 17:00.



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Yantai Wine Bay

Conférences

Big conference room, 200 seats,
Main building, second floor

JUNE 8

10:00 - FOOD ON THE SILK ROAD

Television China - Chef Jimmy,
Chef Wu
Malaysia - Chef Wan
UK - James McIntosh

11:00 - WORLD FOOD TELEVISION

Australia - Lyndey Milan
Germany - Murielle Rousseau
India - Mayur Sharma
Italy - Csaba dalla Zorza
Malaysia - Chef Wan
Romania - Laura Cosoi
UK - James McIntosh



Chef WAN
Malaysia
.....

JUNE 9

10:00 - WORLD TRENDS IN FOOD AND WINE

Edouard Cointreau, President,
Gourmand Awards, the annual
review

14:00 - 15:00 Forum on Women and Wine

JUNE 10

9:00 - 10:00 - Pears and health

10:00 - 11:00 - Forum on organic and natural food and wine

11:00 - 12:00 Forum on health and wine



CSABA DALLA ZORZA
Italy
.....



Lyndey MILAN
Australia
.....

Laura COSOI
Romania
.....



Mayur SHARMA
India
.....

Murielle ROUSSEAU
Germany
.....

Edouard COINTREAU
France
.....



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Jorg ZIPPRICK
Germany

James MAC INTOSH
United Kingdom

Presentations

Next to conferences,
never at same time

Main building - Second floor
meeting room, 20 seats around the table
+ 20 seats against the walls. Big Screen.



Marlena SPIELER
USA

Professor BOGATAJ

Présentations

8 June

9 June

10 June

11 June

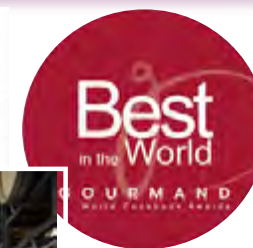
9 - 10 h	XXX	XXX	Pears and Health	Capvini - JJ Carre
10 - 11 h	Wines of Chile	XXX	XXX	Treaty Port
11 - 12 h	XXX	Food Photo Steven Achiam	XXX	Wine School Keith Grainger
13 - 14 h	Tea and Wine Artron	French Cheese Sinodis	Olive Oil Catalan	Angus Pure NZ Elk - Norway
14 - 15 h	France Wine J. Zipprick	Le Cordon Bleu	Northern Ireland Good Food	Vegetarian
15 - 16 h	Canaan Winery Tom Hsu	XXX	Shandong Food	Vegan
16 - 17 h	XXX	XXX	Scandinavian Food	Press conference
17 - 18 h	XXX	XXX	XXX	XXX



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Tastings

Drinks Tastings -From eleven countries

Main building, second floor, covered terrace,
beautiful view of gardens and sea.



Chris Ruffle, lord
of the castle and
owner of the
vineyard

Tastings	8 June	9 June	10 June	11 June
9 - 10 h		India - Chai	Norway - Juices	France - Pears
10 - 11 h	Wines of Chile	Pic Saint Loup	Argentina - Mate	Chile Wines
11 - 12 h	Nine Peaks China	Quart de Chaume Baumard	France - Pears	Argentina -Wines
13 - 14 h	France - Pierrefeu	Txacoli de Bizkaia 1	Romania - Wines	French Delight Wines
14 - 15 h	XinJiang Champs d'Or	Txacoli de Bizkaia 2	Italy - Foss Marai Prosecco	France - Loire Wines
15 - 16 h	China - Treaty Port	China - Nine Peaks	Wines of Argentina	XXX
16 - 17 h	China - Guobin	Peru - Pisco	Japan - Sake	France Cognac Frapin



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Exhibitions, The Bar, Media

Exhibitions - Books
Photography

Art gallery,
Pedestrian street to the sea

Books

- Food and wine books - The guests are welcome to exhibit their books
- Exhibits and bookstores
- Artron Books," Cookbooks are art books "
- Qingdao Publishing
- China Light Industry Press
- Peru cookbooks

PHOTOGRAPHY



Denis NIDOS
France - Dordogne



TIBOR
Sweden - Hungary

Photo : Ilona Alterfors

Belgium - Chocolate, Jean
Pierre Gabriel

China - Books, Zhang
Yaping

Denmark - Wine, Linda
Suhr

France - Dordogne - Wine,
Denis Nidos

France - Wine, Jean Yves
Bardin

Tibor Barany - Sweden and
Hungary.

French
Delight Bar

Garden
entrance

11 FRENCH WINERIES, FROM
9 REGIONS. ALL ARE VERY
SMALL PRODUCTIONS, EXCEL-
LENT QUALITY, REASONABLE
PRICES, DIRECTLY FROM THE
PRODUCERS.

ALSACE
Jacky Bauer Domaine
Pfister

BERGERAC - DORDOGNE
Chateau Masburel

BORDEAUX SAINT ÉMILION
Château Vieux Guillou
Château Edmus

CHAMPAGNE
Charles Pougeoise

JURA
Domaine Berthet-Bon-
det
Domaine Rolet

LOIRE
Château de Minière

LANGUEDOC
Château Malavieille

PROVENCE
Château Valentine



Gael SAUGE and Clément PIQUET

International media

● **Chef Wan** will film for his television program a special show during the event. For 18 years he has participated in nearly all our events. He is now world famous on television, became the Food Ambassador of Malaysia, and received the stately title of Datuk.

● **Cyril Rouquet** will film at the event, with a focus on Pears. He was the finalist at the first French Masterchef in 2010. He is now a food TV producer.

Chinese media

● **We were on the evening news on Yantai Television** on Monday May 18 for 2 minutes 20 seconds. That morning we had a press conference and visited Tianma Yantai Wine Bay with the media. We will be everyday on the news, with many interviews, starting June 5, until June 11. We are also featured in the Yantai Daily newspapers. We expect to have a large Chinese public.



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Children food books

The major trend today



CHILDREN COOKBOOKS AND FOOD BOOKS ARE THE STRONGEST NEW TREND WORLDWIDE IN THE SECTOR. Twelve years old star author Josh Thirion is coming from South Africa to Yantai in June for his new book Bake with Josh. He already won a Gourmand award in 2012 when he was nine years old, the youngest ever to win the prestigious award, with Cook with Josh (Random House Struik)

He tries to get other children in the kitchen with entertaining and creative books, with his own drawings with games, colouring in, mazes, step by step comic strips, connect-the-dots, and hand drawn cartoons.

HIS BOOKS WOULD PROBABLY BE A SUCCESS IN BRAZIL, where the bookstores have an unprecedented boom in new clients, thanks to the Brazilian passion for colouring books. It amazes the professionals, as Brazilian book trade magazine Publishnews reports week after week Brazil has excellent illustrators, for instance very young Adriano Rampazzo, who is coming from Sao Paulo for his comic Chop, Sizzle, Wow, (Phaidon), from the classic Silver Spoon Italian bestseller.



cook with authorization from the Franco - Australian chef.

THE GOURMAND WORLD COOK-BOOK AWARDS REWARD COOKBOOKS FOR CHILDREN SINCE 1998. A member of the Gourmand Family since 1995, Thierry Bertman has been following the sector for the Gourmand Awards since then. The first to win was Anyone can cook, by Gabriel Gate from Australia. The title became world famous thanks to the film Ratatouille, which used Anyone can



BIG BRANDS HAVE PUBLISHED EXCELLENT CHILDREN COOKBOOKS, winning Gourmand Awards, such as Williams Sonoma, Disney - Hyperion, Letterland. This year, the National Geographic Kids Cookbook, by Barton Seaver, is a finalist. The books from that category are universal. Food Lover Language, by Yi Shu, ISBN 9787555211570 is from



China, with great cartoons, with Qingdao Publishing. The Sneaky Snare of the Syrupy Slurp Slop is from the Maldives. The Bumblebee family cookbook, by Chritina Fernandes, is from the United Arab Emirates. These books are cultural bridges for children and their parents, such as the Chinese Fairy Tales Feasts, by Paul Yee, Judy Chan, Shaoli Wang, published in Canada by Tradewinds, and in the USA by Interlink.

THESE BOOKS ARE IMPORTANT TO TRANSMIT CULTURES THROUGH GENERATIONS. They bring back the family together. It is the purpose of Green Gourmet, the Swiss champion by Migros with 120 000 copies. In English, the Pollan Family Table is the first book of Corky, Lori, Dana and Tracy, the daughters of world best selling author Michael Pollan, The Omnivore's Dilemma. In Spanish, television star Carlonon Muhlenbrock has published a book in Chile for his six children, Cocinar in Familia.

AMONG THE MOST INNOVATIVE COOKBOOKS, teacher Lourdes Soriano has created in Spain in the Canary Islands over 15 years a number of books where she uses food to teach various subjects. For instance last year she received a Gourmand Award for her book inspired by The Little Prince, Cocina con las letras con el principito. These food books for children are very important, and they keep expanding the limits of children publishing.



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The Tourism - National Highway 206

From the Wine Bay to Penglai



Worth stopping

Chateau Reifeng Auzias, 23 hectares, built for wine, with Dominique Auzias, publisher of tourism guides Le Petit Fute

GuoBin winery, built in Chinese Imperial style, everything very Chinese

Turning left from the highway

DBR Lafite - CITIC 20 hectares, French style across the road from DBR, on the high cliff, your stop Treaty Port Vineyard and Scotland Castle, 21 hectares, hotel, restaurant, built to make the best wine

On the way back

from Treaty Port or Penglai, you can see COFCO - Chateau Junding, 700 hectares with beautiful vineyard landscaping and architecture.



NATIONAL HIGHWAY 206 GOES FROM YANTAI WINE BAY TO PENGLAI, THE FAIRYLAND OF THE EIGHT IMMORTALS, WITH HISTORICAL BUILDINGS BY THE SEA. It starts at Yantai Wine Bay, in front of the entrance of Chateau Changyu Castel. Along the 75 minutes ride, you can see many of the wine chateaux built in Disneyworld style, with much plaster and plastic outside, usually little of interest inside for Western tourists.

MORE IMPRESSIVE FROM THE ROAD



On the left going to Penglai

Saflam Wine Co, chateau with a dozen towers with blue caps
Great Wall

COFCO bottling plant, many square buildings
Far away on top of hills, Chateau Sulaya, with only 2 or 3 towers with blue caps.

On the right going to Penglai

Chateau Ze Yi with red roofs
The 3 Chateaux Wencheng, still being built, beautiful vines garden, DO NOT MISS



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Wine Culture in China

The best 27 wineries to visit in China



GRAPE WINE CULTURE IN CHINA IS YOUNG. It is inspired by French and other countries experience. It is quickly building its own future, with four pillars.

1 - Wine tourism - Changyu has been the first, with Chateaux in six regions. The Changyu City of Wine in Yantai Wine Bay will be the biggest in Asia, and probably

the world. Restaurants and hotels are at many wineries now.

2 - Wine and Health - The primary motivation of new Chinese consumers of red wine is health. The positive impact of very moderate consumption of wine on health is being developed, for instance at Pula Valley in Yantai.

3 - Wine and Older people - Wine is better with age and ageing is better with wine. More and more research shows the benefit of one glass of red wine everyday for older people.

4 - Women and Wine. Behind most of the great wines of China, there is a great woman, often very humble, but a great team leader.

Most good wineries in China include one or more of these aspects, COFCO - Chateau Junding includes all four. You can read the story of ten of the best wineries in the book China, the New Wine Frontier, by USA author and photographer Janis Miglav. It was published in 2014. Today it probably could include at least 30 wineries with true and authentic good Chinese wines, in 11 regions. These are the wineries to visit to understand wine in China. The book China, the New Wine Frontier, ISBN 978-7-5552-0389-6

1 SHANDONG

Yantai is the capital of wine in China, with pioneer Changyu started there in 1892.

Chateau Changyu Castel
Chateau Junding - COFCO
Chateau DBR Lafite - CITIC



Chateau Reifeng Auzias
Guobin Winery
Pula Valley
Treaty Port Vineyard and Scotland Castle
Weilong Golden Dragon Winery

QINGDAO

Chateau Huadong Parry
Chateau Nine Peaks

2 OTHER REGIONS

Gansu

Sunshine Valley Winery

Hebei

Canaan winery - Huailai Valley
Domaine Franco Chinois - Huailai Valley
Dragon Seal - Huailai Valley
Bodega Lange

Inner Mongolia

Chateau Hansen

Liaoning

Huanren Changyu Golden Valley Icewine

Ningxia

Silver Heights
Chateau Helan Qingxue - JiaBeiLan
Domaine Helan Mountain

Shaanxi

Jade Valley

Shanxi

Grace Vineyards

Tianjin

Dynasty

Xinjiang

Xiangdu Winery - Les Champs d'Or
CITIC - Guoan Wine

Yunnan

Shangri La
Lapu Hegu

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Dr Chef Romera at Treaty Port Vineyards and Castle



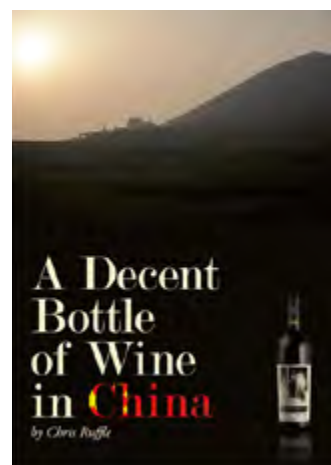
CHRIS RUFFLE HAD DREAMS AND VISION . HE HAS REALIZED THE DREAMS ONE BY ONE, BUILDING A REAL SCOTLAND CASTLE IN CHINA, MAKING REALLY GOOD CHINESE WINE, AND PUBLISHING A BOOK. HE IS HAPPY He is happy with his dreams now, and the book is planned to be published in English in the USA by Wine Appreciation Guild of California in 2016. The major conclusion of the book is that life is made of the unexpected. Careful planning changes so quickly when faced with the diversity of humans, and the unpredictability of nature. Wine is a natural living product, it is beautiful and fragile, a challenge that only long term vision and full dedication can master.

Chris Ruffle started Treaty Port Vineyards in 2004 in the Penglai area, very carefully choosing 21 hectares, 315 mu in Chinese, by a lake, and in the hills, where he built his chateau. He was among the very first new wineries in the area. He was right in his choice. His wine is respected among the best. When France DBR- Lafite and CITIC decided several years later to build a chateau, they put their 20 hectares, 300 mu, next to him. Lafite looks very French, Treaty Port is very different. It is a Scotland Castle which looks several hundred years older than Western style chateaux in Penglai. It looks and feels inside like a film set, very romantic and special. There are 12 guest rooms, and a dining hall for weddings for 100. It is a unique life experience to stay there.

The food is excellent, it is a permanent effort of Chris Ruffle to have the best. In June 2015, he has invited for two weeks the world famous Chef Dr. Miguel Sanchez Romera, who has had restaurants in Barcelona, New York, and in Japan. He is thinking of opening soon his restaurant in China. He loves Chinese food. He had a Michelin star in Barcelona for over 10 years. He probably is the only brain doctor in the world who is also a chef, with extremely healthy food. He has published several cookbooks, with the two biggest publishers in Spain for cookbooks, Planeta and Akal. His book Totalcooking (2006- ISBN

978-84-460-2358-6) was a top cookbook bestseller. The doctor chef and Chris Ruffle will host several dinners during the Gourmand Awards event for their international and Chinese friends. Treaty Port Vineyards is a feast for wine lovers, romantic marriages, elegant weekends, and food enthusiasts.

It is different from anything else, in China or in Europe, it is the dream of Chris Ruffle that came true.



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Show Rooms

The show rooms will be inaugurated June 8 - They will be in full activity in 2016, with hundreds more planned.

1 - Argentina

Karla Lorenzo

2 - Chile

Harriet Nahrwold
Javier Alonso

Casa Silva
De Martino
Montes
Valle Sagrado
Ventisquero
Santa Rita

3 - France

- Pierrefeu - Cotes de Provence
Linda Suhr
- Pic Saint Loup - Languedoc
Sharon Nagel
- 8 de Loire - Guillaume Roussy
Chateau Midouin - Anjou Loire
Baumard - Coteaux du Layon
- Savennieres
- Quart de Chaume

Bimont - Saumur
Couly - Chinon

- TB Vergers
Chateau de Saulty
Mickael Varras

- Le Cordon Bleu
Wine Education
Paris - Shanghai - Sara Shang

4 - Italy

Foss Marai - Spumante Prosecco
Marinela Ardelean

5 - Japan

Supersake
Akiko Tomoda

6 - Peru

Pisco - Lucero Villagarcia

7 - Romania

Marinela Ardelean

8 - Spain

Mikel Garaizabal
Francisco Javier Urones
Txakoli de Bizkaia

Mendraka
Itassmendi
g22
Gorrodona
Gorka Izagirre
Berrota

9 - Turkey

Raki
Tan Morgul

10 - China

- Chateau Nine Peaks - Qingdao
Dr K.H. Hautpmann
- Xinjiang Xingdu Winery - Xinjiang
- Treaty Port Vineyards - Penglai
Chris Ruffle



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China Publishers magazine

CHINA PUBLISHERS MAGAZINE IS THE TRADE MONTHLY IN CHINA. It publishes special issues for Frankfurt Book Fair, London Book Fair, the US BookExpo, and the Gourmand Awards. On June 8, for the Yantai Wine Bay event, it publishes its third special for cookbooks, the first was at Carrousel du Louvre in 2013 for the Paris Cookbook Fair, the second was in May 2014 for the Beijing Cookbook Fair.

The content includes an overview of the China cookbook market, two articles about the two leaders, Qingdao Publishing, and China Light Industry Press, a presentation of Artron Books, an interview of the President of the Association of Yantai Chefs about Yantai, capital of Shandong food, pages of recommended Chinese and foreign cookbooks, a review of the 120 years of Le Cordon Bleu School with a focus on the new Shanghai school started in 2015, a view of the major new trend of children and family food books, in China and foreign markets, and a summary of the twenty years of the Gourmand Awards.



There will be another special cookbook section of eight pages in the Frankfurt Book Fair special to be published by China Publishers in October 2015, in partnership with Publishing Perspectives. Cookbooks are finally getting the space they deserve given their current importance for the economic health of publishers, and their social and cultural value for everyone.

Steinway pianos at Yantai Wine Bay

THREE STEINWAY PIANOS WERE THE STARS ON THE STAGE AT TIANMA YANTAI WINE BAY ON MAY 22. The concert showed how a talented artist can get the best of the different sound of each piano. There were 250 guests, with numerous children, all with a passion for classical music. The superb dinner was served with a Cremant d'Alsace and a Riesling Prestige 2011, both from Jacky Bauer, very rare as most are sold in Alsace. The Chinese ladies loved them. The red wine was the favorite of the men, it was Chateau les Valentines Cotes de Provence, from La Londe Les Maures, on the coast. The event was filmed for television.

