



"Korean Kimchi & Le Cordon Bleu: A Meeting of Flavors, Tastes and Cultures"

Mexico, June 2005 - The Agricultural & Fishery Marketing Corporation (AFMC)/KATIC and Le Cordon Bleu present the cookbook ***"Korean Kimchi & Le Cordon Bleu: A Meeting of Flavors, Tastes and Cultures"***.

With the presence of HE Mr. Kyu Hyung Cho, Amabassador of Korea in Mexico and Mr. André Cointreau, President of Le Cordon Bleu International, who recently was appointed as "Honorary Publicity Ambassador for Kimchi" by the korean goverment, a culinary demonstration of some of the book recipes will take place at Le Cordon Bleu-Anahuac on June 13, 2005.

To enhance this event and promote kimchi in Mexico, Cordon Bleu Casa de Francia restaurant will have a special kimchi menu from June 13th. to 17th, 2005.

Kimchi is one of Korea's oldest and most representative foods, it is a natural food rich in flavor and nutritional value. The real health secret of kimchi lies in its lactic acid fermentation and contains four times more lacto-bacillus than yogurt. Originally, the process was a method of conservation permitting storage of vegetables during winter. Over the centuries it has evolved to include a variety of ingredients such as Chinese cabbage, white radishes, chili peppers, pickled seafood plus other seasonings and spices. Today, there are approximately 187 different varieties of kimchi with a range of tastes from spicy to sweet and salty.

Le Cordon Bleu was solicited by AFMC/KATIC to create a cookbook containing a selection of recipes based on the classic French repertoire/techniques and incorporating kimchi. The objective is to show that kimchi can be successfully used in the cuisine of the western world, specially French and, at the same time, to promote kimchi worldwide. The book in English and French contains a selection of step-by step recipes from starters to main courses and even desserts. The whole production including the photographs has been done by Cookand Publishing in Seoul with the collaboration of the chefs of Le Cordon Bleu.

Since its creation in 1895, Le Cordon Bleu has published magazines, cookbooks and wine books for amateurs and professionals. Regularly receiving French and international awards, they have been translated into 18 languages, and distributed in 31 countries, with sales reaching 8 million copies worldwide. In addition to their general consumer market success, some Le Cordon Bleu books, have now become the official textbooks of the American culinary educational system.

Le Cordon Bleu currently boasts 26 schools in 15 countries, and is recognized as the premier culinary arts institute in the world. Developments in the curriculum of Le Cordon Bleu have led to the establishment of Bachelors and Masters degrees in hospitality management in cooperation with international universities. Le Cordon Bleu has a tradition of excellence in the world of gastronomy and is committed to furthering the appreciation of fine food and the French art of living.

Para mayor información:

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