

**Two Books by Transcontinental Books are Finalists in the  
“Best in the World” Competition of the 2012 Gourmand World Cookbook Awards:  
*100 recettes pour toi mon cœur* and *Le cochon du museau à la queue***

**Montreal, January 22, 2013** – Transcontinental Books, a division of TC Media, is proud to announce that two of their books are finalists in their respective categories and will represent Canada in the prestigious international “Best in the World” competition of the 2012 Gourmand World Cookbook Awards. The finalists are ***100 recettes pour toi mon cœur***, written by Marylène Langlois in collaboration with the Montreal Heart Institute, in the category *Charity & Fund Raising – North America*, and ***Le cochon du museau à la queue***, by the Fédération des producteurs de porc du Québec, in the *Subjects – Single* category.

“These awards prove the excellence of the books published at Transcontinental Books, which has successfully built a solid reputation in cookbook publishing over the years,” said Mathieu de Lajarte, Publishing Director at Transcontinental Books. “This is the first time our books have reached this level in such a well-known competition and we wish to thank our collaborators and authors for their trust in us.”

In all, 294 books from 86 different countries were named finalists in 66 categories (with four or five finalists per category). This famous contest celebrates outstanding cookbook quality. The two books will be up against a field of international competitors for the honour of being named the best cookbooks in 2012. The results will be announced in Paris on February 23, 2013.

**Six books win at the Canadian level!**

In the first round of the 2012 Gourmand World Cookbook Awards, Transcontinental Books also stood out on the national stage with six winners.

Winner: *L'Univers gourmand de Jean Luc Boulay*  
Authors: Anne-Louise Desjardins and Jean-Luc Boulay  
Category: Best Cookbook – Chef

Winner: *Spoom ! Desserts envoûtants*  
Author: Andrea Jourdan  
Category: Best Cookbook – Photo

Winner: *10x10. Dix chefs québécois réinventent dix aliments qu'on aime*  
Author: La Tablée des chefs  
Category: Best Book for Food Professionals

Winner: *150 Essential Whole Grain Recipes*  
Author: The Canadian Living Test Kitchen  
Category: Best Cookbook – Single (English Canada)

Winner: *Le cochon du museau à la queue. 46 chefs, 107 recettes*  
Author: Fédération des producteurs de porc du Québec  
Category: Subjects – Single

Winner: *100 recettes pour toi mon cœur*  
Author: Marylène Langlois and the Montreal Heart Institute  
Category: Charity and Fund Raising – North America

### **About Transcontinental Books**

Transcontinental Books is part of TC Média Livres Inc., which includes Chenelière Éducation, Éditions Caractère and the book distribution operations of TC Media. Transcontinental Books publishes about 50 titles a year on personal growth, career development, consumer issues, health, parenting and relationships. A number of its business titles have been published under the *Les Affaires* banner. Transcontinental Books has also developed an impressive list of cookbooks, often with the staff at *Coup de pouce* and *Canadian Living* magazines. Its innovative cookbooks also draw on its strong relationships with over a hundred restaurant chefs in Québec.

### **About TC Media**

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website [www.tc.tc](http://www.tc.tc).

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