



#1 COOKBOOK OF THE YEAR: THE KING ARTHUR FLOUR BAKER'S COMPANION

The King Arthur Flour Baker's Companion is named Cookbook of the Year by the 'Academy Awards' of the food world. James Beard Foundation taps Vermont company for top award.

May 10, 2004-The James Beard Foundation, America's oldest recognition program for books on culinary topics, awarded The King Arthur Flour Baker's Companion the KitchenAid Cookbook of the Year in ceremonies held at the Marriott Marquis Hotel in New York City. The King Arthur Flour Baker's Companion, a baking cookbook released last fall by the King Arthur Flour Company in Norwich, VT, was selected from more than 30 nominated cookbooks. The awards recognize excellence in the culinary industry, and more than 1,600 food and beverage industry leaders attended the May 10 awards ceremony. Five King Arthur employee-owners that were most involved with the cookbook traveled to New York City to accept the award on behalf of the company.

"We are humbled by this award. James Beard has long been an icon for all of us who write about food, and to be honored by the foundation established in his memory is both exciting and gratifying," said P.J. Hamel one of the principal authors of the cookbook. "We're also totally shocked. This is the Academy Awards of the food world, and to win what amounts to the 'best picture' Oscar, going against so many other 'big-name' opponents, was a huge surprise for a small company from Vermont."

"The significance of The James Beard Foundation Awards is that nominees and winners are selected by their peers," said Len Pickell, President of The James Beard Foundation. "To win a James Beard Foundation Award is the highest honor in the industry a culinary professional can achieve."

Drawing on decades of research and experimentation in the company's test kitchen, The King Arthur Flour Baker's Companion has sold more than 60,000 copies since its release 9 months ago, and has gone into a second printing. The cookbook was also selected as one of the best cookbooks of the year by Food & Wine, People, and The New York Times Book Review. The King Arthur Flour Baker's Companion, published by Countryman Press in Woodstock, VT, is available at www.bakerscatalogue.com

For more than 200 years, the King Arthur Flour Company has provided America's bakers with premium-quality flour. Employee-owned since 1996, King Arthur Flour is also the largest single educator of bread bakers in the world. All the bakers at King Arthur Flour work from their 12-sided post-and-beam headquarters in Norwich, VT. For more information on the James Beard Foundation, visit www.jamesbeard.org