

Ten years of good Taste

Woolworths' taste magazine turns ten in October and is considered one of the lifestyle magazines that has converted food lovers to true "foodies" and played a big role in shaping local gourmet culture.



This is a result of handpicked staff, backed by the resources of one of South Africa's leading publishing houses, New Media and its successful and long-term content marketing relationship with Woolworths.

Much of its success is attributed to New Media executive director and founder Irna van Zyl who conceived the magazine.

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