Eat Out and *Eat In* merge brands

New Media has announced they are merging their two brands, *Eat Out* and *Eat In*, in June 2012. This inclusive, all-encompassing brand will be called *Eat Out* and will incorporate specific elements of *Eat In*.

So why the merger? "The lines distinguishing stakeholders in the food industry have never been as blurred as they are today. Restaurant patrons, restaurant owners, chefs, home cooks, shoppers, foodies, producers, suppliers... It's harder than ever before to classify our consumers and tailor content for their specific interests and needs. The renewed *Eat Out* will offer all stakeholders a one-stop brand, which is richer in content and experience and incorporates anything and everything to do with food," says Anelde Greeff, content director of both brands.

This merger will take place across all available platforms, but will be most visible on the renewed *Eat Out* website, where two new sections will be added: *Stores & Markets* and *Recipes & Chefs*. The annual *Eat Out* magazine will be published in its current format in November 2012 and will be launched at the *Eat Out* Restaurant Awards on 18 November.

The *Eat In* Produce Awards will take place in March 2013, but will be renamed the *Eat Out* Small Producer Awards. The awards will be accompanied by a publication that announces the award winners.

Eat Out and *Eat In* followers and readers can get involved with the merger via a Facebook app, launching this week. The team is inviting fans to participate by sending their ideas for a slogan for the new *Eat Out*. There will be an interactive voting mechanism and the winning slogan will be announced in the week commencing 11 June 2012. The new iPad is on the table as the prize for the slogan selected by the *Eat Out* editorial team.

Go to www.eatout.co.za and www.eat-in.co.za. Enter the competition before the end of May 2012 here and here

Follow us on Twitter @Eat_Out and @EatInSA and tweet us your comments on the brand merger using #NewEatOut.