

Woolworths *TASTE* responds to global change

Issued by [New Media](#)

3 Jun 2009

Woolworths TASTE has recently undergone a redesign in order to adapt to the changing needs of readers - this since the magazine was launched six years ago. Strategic editorial changes have been made to ensure that it continues to deliver on its promise to make food decisions simple and effective for Woolworths shoppers.



Says New Media's editorial director and *TASTE* editor-in-chief, Sumien Brink, "There has been such enormous global change since we first launched. Today, affordability is top of mind and we felt that the time was right to review the content of *TASTE* to ensure that, in the current climate, it still delivers. While still producing a beautiful magazine, we'll be interpreting trends in a more practical way for readers to easily digest."

TASTE has proven to be a valuable form of communication which delivers measurable results for Woolworths. Recent research has reinforced the magazine's success with 84% of readers spending between 30 minutes and four hours reading the magazine. According to the UK's Association of Publishing Agencies' (APA) Advantage Study, customer magazines keep consumers' attention for an average of 25 minutes. *TASTE* clearly delivers longer than the standard, engaging the reader in valuable time spent with the Woolworths brand.

"Woolworths has certainly seen a shift in consumer spend, especially in foods, where customers are definitely thinking more about where -- and on what - they spend their money. We've taken heed of this in the redesign of *TASTE* and have tried not only to give it a fresh, contemporary look, but also to make it more accessible and down-to-earth without losing any of the delight or 'cutting-edge trend' appeal of the magazine. We hope our readers are as excited as we are about the new-look *TASTE* and the surprises we have in store for them over the next few months," comments Glenda Philp, food, home, special occasions and Good Business Journey executive at Woolworths.

Readers will be feasting their eyes on the new design in the July issue of *TASTE*. The masthead has been updated to a cleaner, more modern design. The cover image, whilst still a delicious plate of food, is now in a setting - keeping the finest food accessible to even the novice chef. New sections have been introduced such as a regular feature on vegetarian food to cater for a broader variety of dietary needs. In the new *Future Classics* feature, award-winning food editor, Abigail Donnelly, interprets all-time favourites, from apple tart to pea-and-ham soup in three ways - classic, modern and guilt-free healthy.

Bagged with the July issue of the magazine is an *amuse-bouche* for readers in the form of a sneak preview of the newly released *Woolworths TASTE The Cookbook*. The booklet includes recipes from the cookbook, specially selected by *TASTE*'s food editors - South Africa's most loved and respected food personalities - Philippa Cheifitz, Abigail Donnelly and Maranda Engelbrecht.

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