

Woolworths and New Media's *TASTE* bags gold at Folio Awards in New York

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Woolworths' *TASTE* magazine, published by [New Media](#), has won a highly prestigious Gold [Folio: Eddie & Ozzie Award](#) for [Overall Editorial Excellence](#) in Custom/Content Marketing. This year's awards took place on Tuesday, 9 October, in New York.

TASTE also received three honourable mentions including one for its March 2018 issue in [the Best Full Issue](#) category. The title also received honourable mentions in the categories of [Overall Design Excellence](#) and [Social Media/Community](#).

"Being strategic partners with Woolworths gives us a fantastic opportunity to produce exceptional, relevant and beautiful content. For 20 years the awards have celebrated editorial and digital excellence in brand publishing and we are incredibly proud of the *TASTE* team and delighted that New Media's brands and clients continue to be acknowledged on this international stage, alongside the top brands in the world," says New Media's Managing Director, Aileen Lamb.

Says Woolworths' Head of Foods Marketing, Elizka Ferreira: "Woolworths *TASTE* magazine is an important part of the Woolworths customer journey and brand experience. The New Media team does an outstanding job in ensuring the magazine and its digital community offer extraordinary value to our readers and that the platforms are truly reflective of the Woolworths brand. I am thrilled that this publishing excellence has been acknowledged through these prestigious awards."



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