

Food24 migrates to New Media

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[Food24](#), one of South Africa's biggest online food platforms, will migrate to [New Media](#) on 1 October 2018 to become part of the agency's growing food focus. The move signals a step-change for the beloved brand, integrating with the experts in the food space within the Media24 group.



New Media is the creator of [Eat Out](#), the multimedia brand behind eatout.co.za, the newly-released Eat Out app, the annual Eat Out magazine and the illustrious Eat Out Mercedes-Benz Restaurant Awards. It is also the publisher of multi-award-winning Woolworths TASTE and taste.co.za. While Media24 is the majority shareholder in New Media, the content marketing agency operates independently.



Aileen Lamb, Managing Director of New Media, says, “Through its success with Eat Out and Woolworths TASTE, New Media has shown itself to be the home of the best food content creators in the country, so it makes sense to leverage this expertise across other food platforms in the Media24 group.”

Tessa Purdon, Food24's editor, and the New Media team will reimagine the brand and its offering, whilst maintaining the exceptional food content that Food24 fans know and love.

Lamb continues: “Food24 has the most comprehensive recipe database in South Africa, and Eat Out offers the largest restaurant database, making the two brands a natural fit. Together the brands will deliver the biggest food audience in the country, comprising over 1 million users per month.”



Tessa Purdon

Andreij Horn, Head of 24.com, adds: “It makes sense to pull the hugely successful Food24 into the New Media stable to become a sister brand to Eat Out. New Media has created an exceptional food environment and the Food24 brand and team – and ultimately the audience – will benefit greatly from the synergy between the brands, and the knowledge and experience at the agency.”

Food24 will still be available at [food24.com](https://www.food24.com) and users will also be able to navigate to it from the Eat Out [platform](#).

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