

# Woolworths *Taste* draws a crowd

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Woolworths *Taste* continues to inspire foodies during lockdown, says New Media.

*Taste* magazine has released its Q2 ABC for 2020, a result that demonstrates real confidence in food print media. In a turbulent time, *Taste* has kept the (oven) light on, reducing print runs strategically over lockdown, while still producing high-quality content to support the surge in home cooking. The title announced a Q2 total ABC of 25 221. This 7% year-on-year decline is commensurate with the reduction in print order, which was also 7%. In short, print sales have held firm, indicating that there is still an engaged audience for the category. The result is a 25% decline on the previous quarter, which is a direct result of the ABC's decision to exclude March sales from the first period. *Taste*'s Q1 ABC, therefore, consisted entirely of the sales of the Jan/Feb double issue. Unsurprisingly, there has been an increase in purchase of digital editions during the period - digital sales are up 11% on the previous period and up 100% year on year.



*Taste*'s website, [taste.co.za](https://taste.co.za), has continued to serve content to a growing audience looking for daily solutions and cooking inspiration. After the initial traffic spikes attributed to the hard lockdown, the number of unique visitors to *Taste* is still significantly higher than pre-Covid levels. [Taste.co.za](https://taste.co.za) attracted 284,605 visitors in July, which is a 77% increase year on year and a 57% increase when compared to January 2020. *Taste*'s social media footprint has also grown 23% since January and stands at 360 000, a 34% increase compared to July 2019.

Kate Wilson, editor in chief, ascribes the brand's success during this period to agility, as well as the increased appetite for cooking content as both a resource and a diversion. "We deliberately tailored our content offering to serve these needs both in print and online. Online, our audience could connect with the food team first-hand in their own kitchens through a series of 'lo-fi' cooking videos, while print allowed us to reflect trends directly related to lockdown behaviour, from recipes for baking and using up your pantry stocks at Level 5 all the way to recipes requiring minimal cooking time, as lockdown fatigue set in."

Group account director Kelly Cloete adds: "What is clear is that the increased need for excellent food content is going to be an enduring legacy of this lockdown, and *Taste* is perfectly poised to deliver this for our customers and advertising clients."

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