

New Media unveils new *Food24* website

New Media, the owner of *Food24* and Eat Out, has unveiled a new website for *Food24* developed by its in-house development agency, Swipe iX. The site has an improved user experience with a search functionality that makes recipe selection from *Food24*'s catalogue easier. The recipe discovery feature presents collections like 'braai', 'easy weekday meals', etc. on a clean, understated interface, allowing gorgeous food photography and videos to speak for themselves, offering users tantalising inspiration for the more casual browser.

"Accessibility and the presentation of inspiring content were key drivers of this rebuild. We want to be the one-stop shop for all of South Africa's home cooks. To that end, there was also a special focus on, for example, the mobile experience that serves cooks on the go as well as curated collections for ease of reference," said Natalie Wilson, head of food at New Media.

The *Food24* website also offers new opportunities for advertisers and sponsorships, with a revamped *Food24* newsletter and improved advertising campaign management facility. The new site is now live at www.food24.com.

For more, visit: <https://www.bizcommunity.com>