

Announcing top new editor for *Woolworths TASTE*

Issued by [New Media](#)

13 Jul 2015

New Media is delighted to announce that one of the country's most highly esteemed consumer magazine editors, Kate Wilson, is taking over the editorship for [Woolworths TASTE](#) effective 1 July 2015. Wilson takes over from Sumien Brink, who has steered the *TASTE* editorship since 2003.



"With the exciting move of Sumien to head up the recently launched Books Division of New Media, we are delighted to have someone of Kate's calibre and food knowledge taking over the reigns as editor-in-chief on *TASTE*. We look forward to what Kate's fresh eye and extensive lifestyle experience will bring to the brand," says Aileen Lamb, General Manager: Consumer Division.

Wilson's media career includes milestones such as the launch of student magazine, *SL*, aged 20 with accolades including awards for fashion, design and writing. It was also the first magazine to publish work by Darrel Bristow-Bovey, Lauren Beukes, Chris Roper and Nic Dawes. During her six-year tenure at *SL*, Kate also launched the youth title, *Y* magazine, in collaboration with YFM.

In 2000, Kate moved to London where she worked as deputy editor on movie magazine, *Hotdog* and then on *Maxim*. She returned to South Africa in 2003, joining Associated Magazines, first as deputy editor of *Marie Claire*, then as editor of *House & Leisure* and finally as editor of *Marie Claire* before she was approached by Media24 to launch *Women's Health* in 2009. Under her editorship, *Women's Health* became the third largest English women's title in SA and Kate was named Editor of the Year at the PICA magazine awards for 2012.



Kate Wilson

After five years, Kate left *Women's Health* to pursue her food-nerd leanings. Over the course of her career she has written extensively about food and interviewed a number of high-profile chefs and food gurus, among them Ferran Adria, Anthony Bourdain, Nigella Lawson, Heston Blumenthal, Daniel Boulud, David Thompson and Giorgio Locatelli.

"I have been buying and reading *TASTE* for more than a decade, so I am thrilled to have the chance to build on the great work that Sumien and her team have always delivered," says Wilson. "My plan is to further entrench this brand in the minds of Woolworths' customers and inspire *TASTE* readers to just get into the kitchen and cook. When done simply and properly, I believe it is one of life's greatest pleasures."

About TASTE

TASTE is a flagship brand for Woolworths as a business and Woolworths Foods as a department. Published by New Media both online as an inspirational foodie portal and as a monthly magazine, it is a breathtakingly beautiful celebration of food - fresh, seasonal produce, prepared in an unfussy way and conscious of health and environmental considerations.



Content is produced for a community of like-minded people who value inspirational recipes from respected foodies, information about trends and products, and advice and how-to videos that demystify techniques.

For TASTE online, visit: www.taste.co.za, and for more information visit <http://www.newmediapub.co.za/Woolworths-TASTE-brand-page>

- **Woolworths *Taste* cracks the worldwide top 10** 23 May 2024
- **The 2024 *Eat Out* magazine is on shelves!** 10 May 2024
- ***Eat Out* unveils more robust judging process** 28 Mar 2024
- **Iconic *Taste* brand embraces a digital-first future** 5 Mar 2024
- **New Media presses play on agile new video agency** 1 Dec 2023

New Media



New Media is a world-class digital agency with a reputation for powerful storytelling. We build emotional connections between brands and their audiences. And thanks to our innovative tech, the compelling content we create is strategic, measurable and a proven return on investment. Partner with us and transform your business through the power of storytelling and technology.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

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