

SA's top food platforms join forces for new online video cooking series

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What would world-class chefs Luke Dale-Roberts and Reuben Riffel do with a humble mac 'n cheese if they were to serve it in their restaurants? And, more importantly, who'd do it better? Find out in *Test the Best*, a new video series that challenges South Africa's top chefs to battle it out over simple dishes that we'd all love to see given a makeover. The series is presented by Elana Afrika-Bredenkamp and brought to you by Eat Out and Food24, South Africa's biggest foodie platforms.

The pilot episode, shot on Monday, 18 September, in the New Media test kitchen, will feature the multi-award-winning chefs, Reuben Riffel and Luke Dale-Roberts. Reuben and Luke will be challenged to cook a simple dish in a limited time using a small selection of ingredients that can be found in most supermarkets.

Aileen Lamb, Managing Director of New Media (which owns Eat Out), says: "We're very excited to be collaborating with Food24 on *Test the Best*. As South Africa's biggest food media platforms, we complement each other so well. Food24 has the biggest recipe database in the country (with over 33,000 recipes) and Eat Out is the leading platform in the restaurant space (with news and information on more than 8,000 restaurants). Together we are bringing our audiences an entertaining series featuring some of the country's most-loved chefs. And lots of delicious food!"

Says Anelde Greeff, Eat Out's Editor-in-Chief: "Eat Out has been growing its video offering over the past two years and *Test the Best* is definitely our most exciting project to date. It's not often that you get chefs of this calibre battling it out in the kitchen!"

"We believe our respective audiences will love this video series," adds Tessa Purdon, Editor of Food24. "It's always great getting everyday cooking tips from well-known chefs, and the concept of a competitive cook-off brings with it an element of real suspense! All food lovers are in for a serious treat."

Test the Best will be amplified by viewer participation. At the end of each show, Elana will invite viewers to nominate the dish to be cooked by the chefs in the next episode.

Episode 1, featuring Reuben and Luke, will go live on Food24 and Eat Out on 25 September. Follow the action on [#testthebestSA](#).



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