



**Seven West Media serves up an
immersive online food experience:
Australia's newest home for food
foodiful.com.au**

Friday 29 July, 2016:

Seven West Media today unveiled a new mobile first, digital food destination, foodiful.com.au.

Foodiful is set to revolutionise the food and grocery shopping experience in Australia, providing the innovation and functionality to make meal planning and purchase effortless – taking users from inspiration to action in a single click.

Bringing together the incredible food content from Seven West Media's portfolio of brands in a single destination, Foodiful addresses the 'what's for dinner' dilemma of everyday life with a personalised and intuitive mix of menus, planning options and a powerful in-store and online shopping experience.

Seven West Media CEO, Tim Worner, comments: "Backed by Seven West Media, Foodiful proudly launches as the most advanced digital food product in Australia with Woolworths as the exclusive retail partner. Welcome to the country's newest and best online authority for food and grocery."

Peter Zavec, CEO, Pacific Magazines, says: "Foodiful is our most significant new brand launch in the last ten years. This is a major play for us in the strategically and commercially important food category and another example of our ability to innovate and lead wherever we choose to compete."

Foodiful's launch will coincide with SWM's groundbreaking coverage of the Rio Olympic Games and will be supported with Australia's newest and most exciting food program, Zumbo's Just Desserts and through Better Homes and Gardens TV. Foodiful's significant marketing investment includes 10 second and 15 second TV spots, print advertisements, social and digital support across Seven West Media and a targeted, audience conversion, SEM and acquisition strategy.

Gereurd Roberts, General Manager, Food, Family and Home, Pacific Magazines, comments: "Practical, friendly, and accessible, Foodiful stands out from the crowd as a food brand with personality."

"It combines the world's best shopper marketing technology with Australia's best food content, to save our users both time and money."

“Simple yet innovative ideas help users enjoy an easier and better life in the kitchen with the inspiration, knowledge and technology to take the grocery shop to a new level – and deliver amazing food to the table.”

Foodiful walks users through the aisles of the country’s leading supermarket retailer, taking them on a customised content experience, through to check-out with Woolworths online or their local store – and ending with meals their family will love. Driven by world-leading technology and shoppable functionality, for the first time Australian users can easily find delicious recipes that can be filtered to suit dietary requirements, shop online or create an in-store shopping list that can be tailored to budget.

Clive Dickens, Chief Digital Officer, Seven West Media, says: “With world leading technology, Foodiful closes the gap between inspiration and action – with sensational food shoppable in one click.”

With market first retailer integration, shoppable ad units, shopper tools, an end-to-end online shopping experience and e-commerce, Foodiful offers a new, innovative and commercial approach to food content.

All of the 4000+ launch recipes come with full nutritional information and cost-per-serve. Foodiful’s launch team includes Alix Davis (nee Clark, founding editor of *SBS Feast*) as Content Director, Sales Director Neill Pitt, and Alison Pickel (formerly at *Hard to Find* and *delicious.*) as Editor in addition to an experienced digital, video and editorial team.

Alix Davis, Content Director, Foodiful, comments: “Foodiful will make it effortless for Australians to create mouth-watering food, transforming everyday moments into a time to connect with loved ones.

“From midweek meals to lunch box ideas or the perfect dinner party - every recipe works every time.”

www.foodiful.com.au

Ends.

For further information, please contact:

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