

100 exclusive bottles of wine created by wine experts to celebrate 100 issues of *Woolworths TASTE* magazine

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After more than a decade of delectable indulgence leading the foodie revolution in South Africa, *Woolworths TASTE* magazine celebrates its 100th edition with a collector's issue and a limited-release wine.



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To mark the occasion, Allan Mullins and Frans Smit created the TASTE One Hundred White Blend. Allan Mullins is a Cape Wine Master and well-known wine consultant to Woolworths, and Frans Smit is the cellar master for Spier. Mullins describes the wine as: "A really seductive blend of Semillon and Sauvignon Blanc. The nose is striking and there's a touch of green pepper and some tropical fruit." Smit adds: "The wine has a phenomenal freshness with a very subtle interference of wood. It has a completeness, which I like in a blend."

Only 100 bottles of the TASTE One Hundred White Blend were bottled and will be awarded as prizes for various competitions running in *TASTE* magazine and on www.tastemag.co.za.

Editor Sumien Brink says it's a wonderful milestone for a magazine. "I don't think there is an aspect of South African food that we haven't written about in this magazine, but we've also evolved into a full lifestyle magazine for the discerning reader. The team is incredibly proud to have reached this point, but without our readers' loyalty and passion, it would have been much less fun. And we wanted something special for our readers as a gesture of our thanks."

In addition to commissioning the TASTE One Hundred White Blend, the editorial team has created the TASTE 100 List, a miscellaneous collection of favourite food finds, tips, products, books, ingredients and people.

"We have also republished the most popular recipes featured in *TASTE* in the past 10 years on www.tastemag.co.za," says Brink.

Irna van Zyl, New Media founder and executive director, who oversaw the creation of *TASTE*, says the title's success is based on fantastic content created by a top team who understand the needs of both client and reader.

"*TASTE* can always be relied on to bring you beautiful, inspirational content that makes you want to head straight to the kitchen. We're all so exceptionally proud to have been on this journey and look forward to a bright and successful future," Van Zyl concludes.

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