

SA's biggest restaurant awards adapts to international trends

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New Media has announced exciting changes for *Eat Out*, SA's best guide to SA's best food, for 2018.



Abigail Donnelly

The panel of judges for future Eat Out Mercedes-Benz Restaurant Awards will be completely anonymous. This comes after Abigail Donnelly announces that she is stepping down as *Eat Out* editor and chief judge on 31 January 2018, after 12 years on the brand. Donnelly will remain at New Media as food editor of *Woolworths TASTE*, with a greater focus on her career in food styling and recipe development as she takes on a larger role with Woolworths as Foods Marketing Creative Manager.

This move allows *Eat Out* the opportunity to follow international trends by appointing a judging panel that is completely anonymous. Members of the panel will be selected by the *Eat Out* team and will have experience and expertise as chefs, educators in the food or hospitality industry, expert patrons with international dining experience, food critics, hoteliers and/or winemakers. The judges' identities will not be revealed while they remain on the panel, and the results will be adjudicated by *Eat Out* and verified by auditing firm AS Pocock to ensure consistency.

Says Abigail Donnelly, "*Eat Out* means the world to me. I will miss the chefs and their brigades, and, of course, the *Eat Out* team, but I cannot wait to see the next chapter unfold and take this industry, which I am so passionate about, to new levels."

Says Anelde Greeff, editor-in-chief of *Eat Out*, "Our brand has always evolved to keep up with international trends and the demands of both consumers and the restaurant industry. This change will position us as a truly world-class brand within the food space."

Aileen Lamb, Managing Director of New Media, concludes, "Abigail has played an integral role over the past 12 years in entrenching *Eat Out*'s position in the market, and we are going to miss having her input and guidance on the brand. We are delighted that she will be remaining in the New Media family in her role on *TASTE* magazine, and wish her all the best in her new ventures with Woolworths."

" **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

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