

Prudential eats out

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Prudential Portfolio Managers, one of the world's leading financial service groups and one of the top asset managers in South Africa, has partnered with New Media's Eat Out brand family. The sponsorship, which spans over two years, includes naming rights for the Prudential Eat Out Restaurant Awards and the Eat Out People's Choice in association with Prudential.



Says Director of Prudential Portfolio Managers of South Africa, Bernard Fick, "Tourism is one of the fastest growing sectors of our economy, particularly in light of the 2010 Soccer World Cup. South Africa is also fast becoming known for the quality of our culinary experiences. The awards seek to identify and highlight culinary promise and to create more awareness for South Africa in fine food. By recognising the top talent in South Africa we hope to inspire our SA culinary industry to its very best.

"Eat Out is renowned for its considered and prudent selection criteria, which is consistent with the manner in which Prudential approaches the management of its clients' portfolios. Cooking, like asset management, is part science and part art. We hope that, through this relationship with Eat Out, we can contribute to South Africa's ability to compete in the international arena with regard to excellent service delivery and innovative thought. These are values we aspire to at Prudential Portfolio Managers."

The Prudential Eat Out Restaurant Awards applaud South Africa's top chefs and restaurateurs. Regarded as the 'Oscars' of South Africa's restaurant industry, the awards are established as the authority on eating out. The Eat Out People's Choice in association with Prudential is the latest extension of the Eat Out restaurant guide. The consumer-generated magazine will serve as a voice of the public, allowing restaurant-goers to vote for their favourite restaurants within fifteen categories. The first issue of People's Choice will be published in July 2008.

New Media has established a food hub which has evolved over the past ten years to include the stable's consumer publications Eat In and Eat Out as well as digital offers www.eatout.co.za and www.eat-in.co.za. South African blue chip organisations such as Woolworths, Nestlé and Lavazza, as well as the V&A Waterfront and Cape Town's City Improvement District have benefited from the expertise of the team who interpret their brand into communication their consumers can utilise and enjoy.

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° **The 2024 *Eat Out* magazine is on shelves!** 10 May 2024

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