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## Square Up Media launches new digital platform – Foodism



Square Up Media has announced the launch of its fourth platform – a website and weekly newsletter devoted to exploring food trends, bars and restaurants around the world. Named *Foodism*, the e-newsletter will produce fresh, bite-sized content direct to inboxes weekly, with an online home at [foodism.co.uk](http://foodism.co.uk).

Amidst the wealth of food and drink content currently available online, *Foodism* is committed to offering some of the most distinctive and exciting food and drink imaginable with a worldwide focus. It promises to take readers on a gastronomic journey around the world and brings a sense of excitement and adventure into the kitchen. The thriving London food scene will not be ignored, though, with tips and tricks from some of the city's top chefs including Martin Morales, of *Ceviche* and *Andina*, Atul Kochhar of *Benares* and Jason Atherton of *Pollen Street Social*, along with cocktail recipes from the capital's most talented mixologists.

As well as its digital platforms, *Foodism* will take residence in print – in its own dedicated section of *Escapism* magazine, Square Up Media's free monthly travel title and the country's largest independent travel magazine.

The new platform will be created by the editorial team that produces *Escapism*, including its editor Jon Hawkins, who says that this launch was a natural progression for the company:

"Food and travel go hand in hand, and after launching *Escapism* to a great response we were eager to bring the same insight, vibrancy and spirit of adventure to the culinary world. With *Foodism*, we're doing exactly that."

Tim Slee, CEO of Square Up Media, shares this excitement:

"I love food nearly as much as I love travel, perhaps even more if you add drink into the equation. It seems everyone at Square Up Media feels the same way, and that's why we've launched *Foodism*, a great brother or sister to *Escapism*. If we have half as much fun with *Foodism* as we've had with *Escapism* then expect something special."

Advertisers have shown an early interest in the title, with premium online brand *Alexander & James* investing in an exclusive launch deal and further partnerships inked with *Searcys at The Gherkin*, *The Roof Gardens* and *Eight Members Club*.

The first *Foodism* pages will appear in Issue Four of *Escapism* due out Tuesday evening (26 November). The first newsletter will go out on 4 December.

ENDS

## **INFORMATION**

### **Foodism**

*Foodism* is the new website and weekly email for food lovers who like to look beyond the restaurant scene and cuisine on their doorstep. *Foodism's* newsletter will be distributed weekly beginning 4 December and will have a print home – with its own section in the UK's largest independent travel magazine, Escapism. For more information visit [www.foodism.co.uk](http://www.foodism.co.uk)

### **Square Up Media**

Square Up Media is one of London's leading luxury publishing houses. Its portfolio includes Square Mile magazine, Hedge magazine, Escapism Magazine and squaremile.com. For more information visit [www.squareupmedia.com](http://www.squareupmedia.com)

### **For More Information**

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