Fresh Living now available in Mauritius

Fresh Living, the food magazine on South African shelves, continues to expand on its African footprint as it goes on sale this month in Mauritius.



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Produced by John Brown Media for Pick n Pay, the publication is currently available in Mozambique, Zambia, Namibia, Botswana, Lesotho and now Mauritius with Malawi and Angola in the pipeline for the future.

The availability of the magazine is in line with the retailers expansion on the African continent and Mauritius has been identified as one of the most successful and competitive economies in Africa, according to Dallas Langman, Pick n Pay's head of group enterprise.

The magazine was first launched in South Africa in 2007 with well-known food personality, Justine Drake at the helm. Drake continues to build the titles' reputation in the industry, and offers consumers a 360 degree approach, appealing to every aspect of consumer engagement - from Twitter to a digimags and everything in-between.

Vicki Steenkamp, publisher of *Fresh Living* commented, "The publication has grown from strength to strength over the years and it's exciting to see it being offered in countries beyond our borders. We're growing our African footprint and look forward to incorporating flavours, tastes and cultures from those countries into the magazine."

John Brown Media's multi-channel approach means on demand expertise in everything from digital solutions to customer magazines. They currently produce custom content for an expanding client portfolio, including Pick n Pay, Cell C, Edgars Club and Discovery.

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