

Foodmagazine

Yahoo!7 launches food app □

- By [Jessica Burke](#) on 28 September 2011



Following on from phone applications launched by major supermarkets, food outlets and nutrition organisations, Yahoo!7 has launched an app to give users access to meal ideas, chefs and nutritional information.

Yahoo!7 is partnered with magazines including New Idea , Better Homes and Gardens, Men's Health, Prevention, Who and Women's Health and is offering the app free of charge.

It follows apps launched for iPhones and smartphones by Woolworths, McDonald's and other food outlets, as well as the [app using the controversial traffic light](#) nutrition guide launched by the Obesity Policy Coalition earlier this month.

The app, available for Android and iPhone allows users to create their own shopping lists, browse food ideas by occasion, ingredient or magazine and share their recipes with social media and email functions.

Research indicates Australians already spend over 15 minutes at a time searching food and beverage related content on their phone.

Director of audience at Yahoo!7 Kath Hamilton told Food Magazine the app will tap into a growing market.

“At Yahoo!7 we focus on delivering our great content that matter most to people in useful ways for our audience.

A Food App was a natural extension of this.”

“With more and more smartphones being sold in Australia people are embracing using mobiles to help manage their everyday tasks like preparing a meal for their family.”

“User behaviour is changing and we know that our audience is increasingly accessing information on their smartphones,” she said.

Hamilton said consumers constantly trying to find good work/life balance are turning to new technology in droves.

“Australians have busy lifestyles and are looking for ways to access recipes, cooking tips and more, conveniently and on the go.

“By providing our great food and recipe content via an app, we hope to make this even easier.”