

## LookandTaste Launches New Foodie Show

By LookandTaste

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*New Funky Food Show Launches with recipes, tips and guest chefs*

Lookandtasteyesterday held a launch party for a new food show which aims to bring us a bi-weekly slice of the Irish food scene. The show, which airs on Tuesdays and Fridays and features include.....

- Latest food news
- Interviews with foodies
- Trips to farmer's markets
- Recipes
- Cooking tips and techniques

Sean Fee, CEO of Lookandtastesaid "the Irish public are moving away from conventional TV shows and consuming more of their media online which is why we tailored this particular show to fit their needs. It is 6 minutes of pure foodie heaven and can be accessed through the website, iTunes and other social media sites such as YouTube and Facebook". Niall Harbion who stars in the show said at the launch "who wants to wait a whole week to catch their favorite cooking show on the telly when they can have access to tips, recipes and hear from foodies at the click of a button 24/7?"

Not only will the show appear on the Lookandtaste website but partnerships are also in place to syndicate it through sites such as Ireland.com, Bebo and Revision3 have the rights to syndicate in the USA.

For further information about the show or to conduct an interview please feel free to contact Lauren Fisher.....

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Lookandtaste is a company that produces short foodie shows for the internet as well as building iPhone cooking apps and online recipes

Category	Recipes
Tags	food, cooking, recipes, Online, chefs
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Country	Ireland