

## New owner's progress at *FBR*

Since taking over the publishing of *Food & Beverage Reporter (FBR)* magazine in June 2011, PS Publishing have made several changes to its editorial, publishing and advertising teams resulting in an increase of ABC figures.



[click to enlarge](#)

Nici Solomon retains her position as editor after four years, adding Melissa Jane Cook, who has written for *Business Traveller*, to the editorial team. Teigue Payne, former owner, acts as a consultant and contributes editorial content on a regular basis.

Allan Swart, the new publisher, Lourens Prinsloo and Michelle Swart, have been at the helm of the rebirth of the magazine over the past six months, all of whom have publishing and advertising experience through their involvement with publications such as *Home Handyman Magazine*, *Business Day Home Front*, *Ride Magazine*, *Property Professional*, *Montecasino Good Times* and *SA Junior Golfer*, to name a few.

"The [Audit Bureau of Circulation](#) (ABC) figures have increased in the latest readings, as have visitor's ratings at the industry's main exhibition - Africa's Big 7," says Swart. "In addition, the SA Association for Food Science & Technology (SAAFoST) has switched to the magazine as its preferred media partner."

For more, visit: <https://www.bizcommunity.com>