



myTaste launches mobile app!

Now, the first version of the myTaste mobile app is being launched in the Swedish App Store. This is the first stage of the myTaste mobile campaign, which, following analyses of the initial test, will encompass several platforms in several different countries.

"We're very pleased to be able to present today the first version of the myTaste app. Currently, around 50% of global traffic at myTaste comes from mobile platforms, a trend that's continuing to grow. The mobile initiative is much more to us than simply a question of launching a mobile platform – we see the mobile user experience as the key to the myTaste consumer experience of the future. We want mobile to be the leading platform, allowing us to test and analyse functions that will also be added to the web platform at a later stage," says myTaste's CEO Aage Reerslev.

In connection with the launch, work has also begun on appointing a dedicated team in Barcelona to produce frequent releases of the mobile solutions. In business terms, the focus will initially be on supporting the partners and advertisers that work with native advertising at myTaste.

"We have an enormous shop window where we can market our mobile app – over the past 12 months we've had 200 million unique visitors, and if just a fraction of these download the myTaste app, we look set to become one of the world's most downloaded food apps," continues Aage Reerslev.

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About myTaste

myTaste is one of the world's biggest social networks for food and cooking, with visitors from more than 50 countries. Our users discover, save and share 6 million recipes from more than 35,000 food blogs around the world. Read more about myTaste [here](#).