

Immediate's major investment in multi-media Good Food Test Kitchen supports ambitious growth plans

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Good Food, the UK's number one food media brand, has thrown open the doors to its new purpose-built studio-equipped Test Kitchen, providing a dynamic space to test thousands of recipes, capture stunning photography, and produce engaging videos—powering the brand's evolution into a true multimedia powerhouse.

The flexible, multi-purpose space, created by award-winning interior architects, Lorenc includes:

- A new open plan Test Kitchen with five workstations for creating the brand's iconic thoroughly tested recipes that earned goodfood.com over one billion page views last year.
- A separate multi-purpose Kitchen Studio, equipped for video and photography for both Good Food's content and commercial teams.
- A collaborative workspace for the Good Food and olive content, social and video teams, plus colleagues, guests, partners and clients, to meet and work in a dynamic kitchen space, surrounded by food, flavours, experimentation and creativity.
- Dedicated space for the renowned, rigorously researched Good Food and olive Supermarket Taste Tests, plus the brand's extensive food, wellness and appliance reviews, magazine, website and social media photoshoots and bespoke brand and partnership video shoots, including 30min episodes for the Good Food YouTube channel.

Sustainability is at the core of the brand and of the architect-designed space, encouraging sustainable and achievable working practices – through recycling, stock control and food waste. Any leftovers from recipe development or product testing are reused in recipes or frozen for future use to ensure minimal waste. The splash backs and tabletop are recycled plastic, and the cabinets from the old kitchen have been reused elsewhere in the building.

Bespoke doors and cabinetry are provided by [Husk](#), and [Beko](#) supplied kitchen appliances including microwaves and dishwashers. The small appliances, including air fryers, slow cookers, and other kitchen tools are from the Good Food range in partnership with Tower.

Lily Barclay, Content Director, Food, says: “This incredible new kitchen space empowers the Good Food and olive teams to deliver the expert advice and thoroughly tested recipes our audiences trust and love. It’s an exciting milestone for our business following on from the success of the Good Food rebrand in 2024.”