

# BuzzFeed Partners with BIG W to bring Tasty cookware to Australia

28 pieces hit stores in February, all under \$60.

BIG W and Tasty today unveiled an exclusive new line of kitchen products, bringing the fun, ease and accessibility of Tasty's signature recipes to consumers across Australia. Featuring all the tools necessary to prepare Tasty's recipes at home, the brightly coloured cookware range is made up of over 28 affordable products, starting from just \$8, and includes non-stick cookware to high-quality bakeware to kitchen gadgets, and more.

According to Teresa Rendo, GM Commercial, BIG W customers are keen to create great food at home using quality products, without the high-end price tag of many cookware brands: "Tasty's affordable new kitchenware is ideal for customers moving out for the first time, or who want to upgrade their current cookware. The non-stick and easy to clean silicone finishes will help make cooking a breeze, whilst the pops of colour will brighten any home!"

BIG W's focus on practical solutions that inspire aligns perfectly with Tasty's mission of making cooking fun and accessible for beginners and experienced cooks alike, with Matt Drinkwater, Head of International at BuzzFeed commenting: "We're so proud to partner with BIG W to launch our first cookware line in Australia. The exciting Tasty kitchen range expands the brand far beyond social media feeds, and brings it into people's homes with products they'll love."

Tasty reaches over 325 million people globally and can be viewed across social platforms including Facebook, YouTube and TikTok; through Tasty.co and the Tasty app. The growing Tasty portfolio includes additional brands Proper Tasty, Tasty Demais, Tasty Miam, Einfach Tasty, Tasty Japan, Bien Tasty, Tasty Vegetarian, Tasty Grill, and Tasty Jr.

BIG W understands that every day's a big day and offers many convenient ways to shop, including same day free Pick up and online delivery, as well as payment options such as Afterpay and Zip Pay. For more information, visit [www.bigw.com.au](http://www.bigw.com.au)

ENDS Images can be downloaded [here](#).

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