

Auditions now open for SABC 3's scrumptious new reality series, *The Taste Master*

Issued by [Dentsu](#)

10 Oct 2019

SABC 3 and Stella Artois are joining forces to find South Africa's next foodie sensation. In the channel's exciting new reality show, *The Taste Master*, aspiring, undiscovered foodies are invited to audition for the opportunity of a lifetime. South Africa's hottest culinary talent will be put to the test with a series of challenging tasks which will test their skills as they battle it out in the hopes of becoming the resident chef on the channel's popular variety show, *Afternoon Express*.

Afternoon Express has become synonymous for exploring exquisite cuisine and sharing exciting recipes and they're looking for the perfect resident chef to join hosts Palesa Tembe and Jeannie D every weekday at 17h00 to dish the dirt on culinary trends, share new recipes and explore culture through food. The new resident chef will be able to use the platform to showcase their gastronomic talents while making a name for themselves as an industry leader in the culinary space.

Auditions for the exciting new reality show are now open and will remain so until midnight on 20 October 2019 and the channel invites foodies to show them what they're made of. However, being a taste master is more than simply following a recipe and creating a delicious dish. Your ingredients need to take into consideration the different people, places, styles and atmospheres you'd encounter as you create the ultimate experience to elevate your dish - because every occasion needs a meal tailored to it.

**Do you have a knack for creating special occasions?
You could be the next resident foodie on *Afternoon Express*!
Then enter *The Taste Master* SA on SABC 3.**

THE
Taste
MASTER

Enter now



Do you have a knack for creating special occasions? Would you like to be the resident foodie on *Afternoon Express*? Then *The Taste Master* SA on SABC 3 is looking for you!

The audition process couldn't be simpler! Simply record a video of yourself telling us why you would be perfect for this role. Upload it onto Twitter or Instagram with the hashtags #TheTasteMasterSA and #StartWithAStella. The closing date for entries is midnight on Tuesday, 22 October 2019.

The search for *Afternoon Express*' next resident chef will take place on *The Taste Master*, an exciting new reality show which starts on SABC 3 in November. The finalists will go head to head in a series of challenges which will test both their social and culinary skills as each week contestants are given the chop until the ultimate taste master remains. The finalists will be

lucky enough to experience a true Christmas market in Belgium which will be their inspiration for the final challenge.

Enter now for the opportunity of a lifetime!

The Taste Master premieres on 14 November 2019 at 19h30 on SABC 3. For more information, visit www.thetastemaster.co.za.

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