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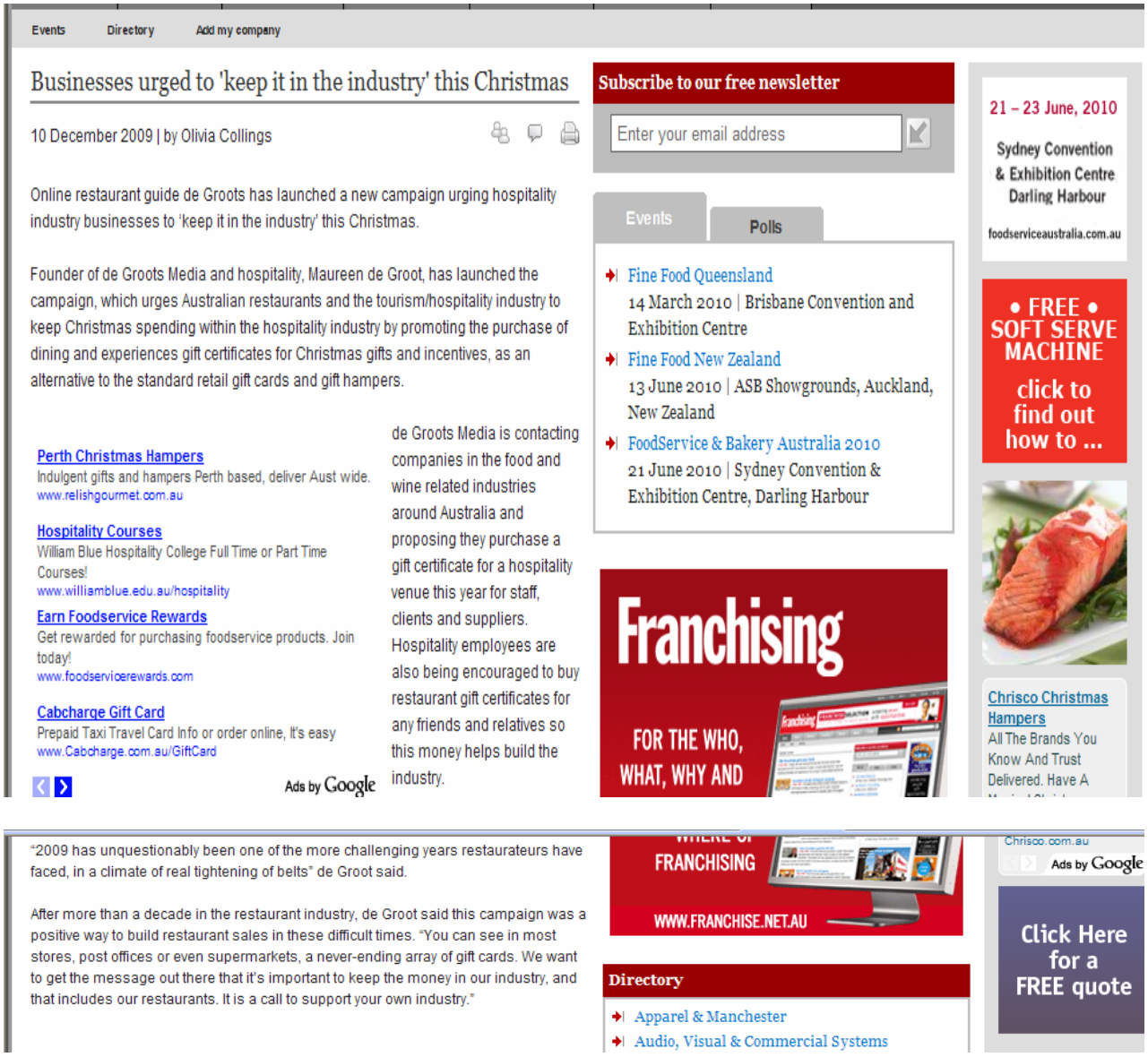
Subject: 'Keep it in the Food Industry' Campaign – www.bestgiftcertificates.com.au
Title: Businesses urged to 'keep it in the industry' this Christmas



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Businesses urged to 'keep it in the industry' this Christmas

10 December 2009 | by Olivia Collings

Online restaurant guide de Groots has launched a new campaign urging hospitality industry businesses to 'keep it in the industry' this Christmas.

Founder of de Groots Media and hospitality, Maureen de Groot, has launched the campaign, which urges Australian restaurants and the tourism/hospitality industry to keep Christmas spending within the hospitality industry by promoting the purchase of dining and experiences gift certificates for Christmas gifts and incentives, as an alternative to the standard retail gift cards and gift hampers.

de Groots Media is contacting companies in the food and wine related industries around Australia and proposing they purchase a gift certificate for a hospitality venue this year for staff, clients and suppliers. Hospitality employees are also being encouraged to buy restaurant gift certificates for any friends and relatives so this money helps build the industry.

"2009 has unquestionably been one of the more challenging years restaurateurs have faced, in a climate of real tightening of belts" de Groot said.

After more than a decade in the restaurant industry, de Groot said this campaign was a positive way to build restaurant sales in these difficult times. "You can see in most stores, post offices or even supermarkets, a never-ending array of gift cards. We want to get the message out there that it's important to keep the money in our industry, and that includes our restaurants. It is a call to support your own industry."

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