



### Dining Around Sydney Magazine

Best Restaurants of Australia: [www.bestrestaurants.com.au](http://www.bestrestaurants.com.au)

Best Gift Certificates: [www.bestgiftcertificates.com.au](http://www.bestgiftcertificates.com.au)

Best Venues of Australia: [www.bestvenues.com.au](http://www.bestvenues.com.au)

Best Clubs of Australia: [www.bestclubs.com.au](http://www.bestclubs.com.au)

30 November 2009

## de Groots Launches a 'Keep it in the Food Industry' Campaign

Founder of *de Groots Media* and hospitality and restaurant specialist, Maureen de Groot, has launched a '*Keep it in the Industry*' campaign this week to support Australian restaurants and the tourism/hospitality industry. The campaign's message is 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 purchased from department stores and malls which have been promoted so heavily.

*de Groots Media* is contacting companies and employees in the food and wine related industries around Australia and recommending they purchase a gift certificate from restaurants or the *de Groots Media* restaurant gift site [www.bestgiftcertificates.com.au](http://www.bestgiftcertificates.com.au) this year. Restaurant employees are being encouraged to buy restaurant gift certificates for any friends and relatives so this money helps build their industry.

With more than twelve years' experience promoting and supporting Australian restaurants, Maureen de Groot knows the industry intimately and has seen it through its many phases. *"2009 has unquestionably been one of the more challenging years restaurateurs have faced, in a climate of real tightening of belts"* Maureen de Groot noted. Always looking for new and innovative ways to assist restaurateurs and those with businesses in the tourism and hospitality industry, Maureen de Groot sees this campaign as 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"* she said.

Restaurant and hospitality products are ideal gifts - who doesn't like the idea of dining out at a great restaurant, or having a spa treatment, a weekend away at a resort or hot air ballooning over vineyards followed by lunch?

Dining and experience gift certificates for over 1,000 quality restaurants and hospitality attractions can be purchased on-line from [www.bestgiftcertificates.com.au](http://www.bestgiftcertificates.com.au). They are perfect for last-minute gifts and can be delivered to the recipient immediately by email – environmentally friendly and a great time-saver or may be delivered by Express Post. For further information about joining the '*Keep it in the Industry*' campaign by becoming one of the many restaurants involved in the program, please call *de Groots Media* on (02) 9211 6088 or email [admin@degrootsmedia.com.au](mailto:admin@degrootsmedia.com.au)

\* \* \* \* \*

### About de Groots Media

de Groots Media is a leading and long-established supplier of quality restaurant and hospitality information throughout Australia. The company hosts a number of websites including *Best Restaurants*, *Best Venues*, *Best Clubs* and *Best Gift Certificates*. de Groots Media also publishes *Dining Around Sydney*, a complimentary travel magazine delivered to 5-star hotels, concierges and leading corporations in Sydney.

**For Further Media Information contact:**

Maureen de Groot - Managing Editor, de Groots Media

[maureen@degrootsmedia.com.au](mailto:maureen@degrootsmedia.com.au)

ph (02) 9211 6088

Debbie Bradley

Marketing Manager, de Groots Media

[debbie@degrootsmedia.com.au](mailto:debbie@degrootsmedia.com.au)

Ph (02) 9211 6088