



Dining Around Sydney Magazine

Best Restaurants of Australia: www.bestrestaurants.com.au

Best Gift Certificates: www.bestgiftcertificates.com.au

Best Venues of Australia: www.bestvenues.com.au

Best Clubs of Australia: www.bestclubs.com.au

18 June 2009

NEW RESTAURANT & LIFESTYLE EXPERIENCE GIFT CERTIFICATE WEBSITE LAUNCHES

Dining gift certificates for a host of leading Australian restaurants are on the menu at newly launched gift certificate website, www.bestgiftcertificates.com.au. The fresh-faced Best Gift Certificates site is the newest addition to the de GROOTS' suite of hospitality websites. It is the only online gift certificate website in Australia dedicated to restaurants, wine, food and the hospitality industry, combined with lifestyle experiences.

If you're starting to think about ideas for end-of-financial-year rewards or simply looking for a gift to say "thank you" to an employee, log on to Best Gift Certificates and explore the host of quality restaurants available. How many times have you received a gift from an employer that just gets stored away never to be seen again? The answer is probably more than once. By purchasing a dining gift certificate you are not only giving a memorable gift, you are also supporting the local industry during the challenging times that restaurateurs currently face.

de GROOTS Media is well established in the online gift market. Managing Director Maureen de Groot described the increasing popularity of dining gift certificates as "overwhelming" since her company became involved in their promotion in 1999. "Whether the person you're buying for is an acquaintance, or if you know them intimately, a dining gift certificate is definitely a safe option considering most people love to dine at a quality restaurant", de Groot said.

Gift certificates are available for purchase online at www.bestgiftcertificates.com.au and can be delivered to the recipient immediately by email, saving time and hassle. Or if you prefer, opt for your gift certificate to be delivered by mail to any location within Australia. You choose the amount you would like to spend, anywhere from \$25 to \$500, and add your own personal message. The search tools on the website enable you to search for restaurants by cuisine and location, making your decision as straightforward as possible. If you need to find out more information about your chosen restaurant before purchasing, including opening hours and menus, you can simply click through to the restaurant's page on sister website www.bestrestaurants.com.au for comprehensive details and photos.

If the person you're buying for has quite specific taste and you'd like to give them the option of choosing their own restaurant, don't go past the *Universal Gift Certificate*. You choose the amount you want to spend from \$25 to \$500 and when your gift is received by the recipient they simply visit www.bestgiftcertificates.com.au, redeem their gift certificate into an online account and then start shopping for a dining or lifestyle experience of their choice. If you'd like to personalise your gift certificates even further, you have the option for your own logo to be printed on them.

Further details can be found by visiting Best Gift Certificates website.

* * * * *

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 high-end corporations in Sydney.

For Further Media Information or Images Contact :

Maureen de Groot
Managing Director, de Groots Media
maureen@degrootsmedia.com.au
ph (02) 9211 6088

Debbie Bradley
Marketing Manager, de Groots Media
debbie@degrootsmedia.com.au
ph (02) 9211 6088