

Gift Cards - An Excellent Way To Improve Your Business

Gift cards continue to grow in popularity among consumers; and it is important for restaurant owners to capitalize on this trend. Gift cards have become so popular that last year (2007) 90 percent of consumers either purchased or received at least one gift card. Furthermore, 60 percent of consumers both purchased and received a gift card in 2007.

In addition to being popular, gift cards also bring more profit to the restaurants who sell them. Consumers spent an average of 29 dollars more than the original value of the gift card they received in 2007.

Christmas and birthdays are the two most popular occasions for gift card purchases. With that said, there is another important holiday right around the corner. The 4th of July marks the anniversary of our nation's independence. This holiday also provides your restaurant an opportunity to promote gift card sales and increase your profit.

Now that so many Americans are feeling the pressure of rising gas prices it's important to offer customers an incentive to visit your restaurant. With Elavon's Electronic Gift Card program you can send your best customers a \$5 gift card to help them offset rising gas prices.

Elavon's Electronic Gift Card program's tracking and reporting capabilities allow your restaurant to easily determine when and where a card is sold, the original value of the card, and exactly how much has been redeemed. This ability provides a huge advantage over paper gift certificates which are difficult to track and can lead to discrepancies when trying to calculate the total dollar amount of gift certificates sold and redeemed.

Your electronic gift card transactions will be handled by Elavon with the same speed and ease of credit cards. This gives you the ability to provide quality service to your customers on even the busiest of days.

Elavon, endorsed payment processor of SYSCO iCare, invites you to take advantage of the special discounted rates available to you as a client. Even if you are currently using another payment processor, call us for a **FREE** rate comparison. You have nothing to lose but higher fees!

To get started, please call **800-380-4554** or email your contact information to sysco@elavon.com. Be sure to mention promotion code 82600 to receive your special member pricing.



* All statistics taken from the 2007 U.S. Gift Card Consumer Insights Survey

