

Looking To Avoid The Post Holiday Blues?

Barter your way to a better 2010!

Now that the Holiday rush is over and it is time to look ahead to the upcoming year, many restaurant operators are looking for creative ways to improve their cash flow and keep their restaurants full in 2010. One method to accomplish this goal, which is growing in popularity, is participation in a B2B trade exchange, or as it is more commonly known, bartering.

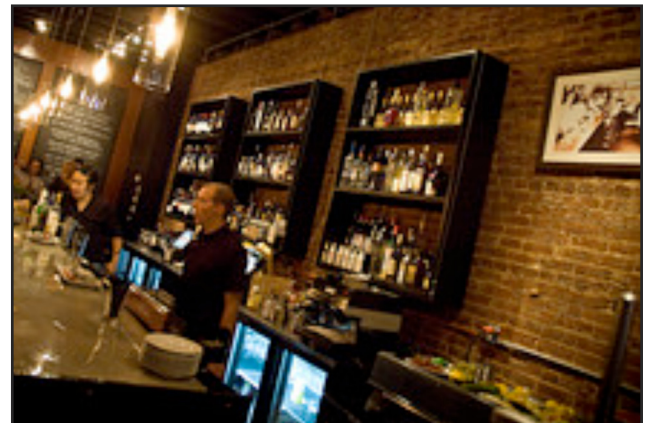
According to a Wall Street Journal article published December 3rd,

“...restaurants are turning to an old-fashioned method to fill tables-barter. As they struggle to keep customers and pay the monthly bills, restaurants are swapping food for services like oven-hood cleaning and pest control. Bartering helps restaurants fill seats, reassuring prospective customers who might be turned off by the sight of a vacant eatery. It also attracts new customers when tradespeople bring friends along, reduces some costs, and helps retain employees who can't scoop tips off empty tables.”

While the concept of barter has been with us for years, the techniques used are becoming more convenient and sophisticated each year. Members of established trade exchanges can now access new business opportunities 24/7 via trading web-sites, receive itemized statements each month to make accounting quick and easy, and Trade Directors who help them market their business, spend their barter dollars and reduce their cash outflow on an ongoing basis.

The rewards of participation in a barter exchange are diverse, and can include new customers, making purchases at the wholesale cost of providing your meals, and a busier restaurant

and happier employees. Participation in a trading community can be straight forward – sell gift certificates for barter dollars and then use those barter dollars, when you want, how you want, within the trading community, to purchase desired products and services.



Restaurants like the Iberian Pig in Atlanta are swapping food for services.

Like any business tool, proper research and vetting of the barter community you are looking to join is essential, but if benefits like these sound attractive, why not start the New Year with an innovative approach to improving your business, and give barter a try!!

For more information about barter and how it can help your business grow and thrive, be sure to contact ITEX, the Membership Trading Communitysm, North America's largest b2b trading community. ITEX is a proud SYSCO iCare partner company.

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