



**MEDIA RELEASE**

**FOR IMMEDIATE USE  
22<sup>nd</sup> September 2014**

## **AUSSIE BASED FOOD REWARDS PROGRAM STILL GOING STRONG**

The latest rewards program developed exclusively for the foodservice industry had its first birthday recently and if the last 12 months is anything to go by, it doesn't look to be slowing down any time soon.

The program was launched to an overwhelming success in July of 2013 as it offers a unique difference by focusing on rewarding those who purchase Australian made products from Australian owned businesses.

The My Aussie Rewards program has been designed to reward the foodservice and hospitality operators of Australia simply for choosing to buy Aussie made products.

Those who are using the program talk of its simplicity and ease of use with Epworth Healthcare's Mossi D'initosante saying "I'm very impressed with this system, I like the idea of supporting Aussie made & owned" & Head Chef Ashley Benson of Roxborough Park Hotel stating "I believe everybody in foodservice should be taking advantage of this program".

The program is 100% free to join and extremely easy to use and acts as a tool to support Aussie made & owned businesses.

My Aussie Rewards is currently giving 500 free points to every new account, simply visit [www.myaussierewards.com.au](http://www.myaussierewards.com.au) for more information.

**END**

For further information, high resolution imagery or interviews please contact:

**Andrew Williams**

Marketing Coordinator

Ph: (03) 9946 7400 Email: [awilliams@edlyn.com.au](mailto:awilliams@edlyn.com.au)