



## Table for two? RedBalloon hungry for new dining partners

As part of this week's Fine Food Australia Show in Sydney, online experience retailer RedBalloon has announced a search for new restaurant partners to help expand their gourmet dining range

RedBalloon.com.au is Australia's largest online experience retailer and is on the hunt for new restaurant partners to join the 200 dining partners they already represent.

RedBalloon operates as a booking agent, representing thousands of experience providers across the country and leverages a multimillion dollar marketing budget and six million online visitors per year to drive interest and foot traffic to the establishments it represents.

After 12 years in business, RedBalloon is focusing on expanding their already extensive quality dining range, in line with customer demand and a heightened interest in good food within the community.

The website already lists a range of dining experiences including three course dinners and degustation menus; wine matching experiences and gourmet tasting plates. The focus is on quality experiences that also represent great value for customers.

RedBalloon has seen significant uplift in the gourmet gifting space with the number of dining experiences increasing by 50 per cent (from 200-300) in the last six months, and the category growing by 34 per cent last financial year alone.

Gourmet (including dining, cooking classes and food tours) was the highest growth category for the business, representing 17 per cent of all experience sales – which is particularly impressive when pitted against consistently high performing categories like driving, flying and pampering.

RedBalloon CEO Kristie Buchanan said opportunities for product expansion are significant within the gourmet range.

"Gourmet is our third most popular category and the one with the highest levels of growth, so our focus in this area is part of our wider commitment to responding to customer demand," Ms Buchanan said.

"Our experience providers receive many benefits through working with RedBalloon. We bring them new customers; offer cost effective and targeted marketing channels; sell products at the same rate; we pay our partners before the customer arrives; and can help fill the slow times of the week to ensure these establishments are maximising their income potential.

"RedBalloon is in the business of happiness and giving people more good times, and we are seeking to partner with restaurants and experience providers who also value great customer service."

For more information visit [www.redballoon.com.au](http://www.redballoon.com.au)

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For more information, images or to arrange an interview, please contact: Lauren Ashton, RedBalloon PR Specialist – [lauren@redballoon.com.au](mailto:lauren@redballoon.com.au) / 02 8755 0034 / 0404 136 765

### About RedBalloon

RedBalloon has started a happiness revolution - one amazing experience at a time! We believe everyone deserves to have fun, feel good and be happy. We believe happiness starts with a drop, becomes a ripple and creates a wave. And we believe happiness is amplified when shared. Put simply, we are in the business of fun and are passionate about giving people more good times. RedBalloon Experience Vouchers, Gift Certificates and Gift Boxes can be purchased online or in selected retail outlets.

### Contacts

Lauren Ashton  
0404 136 765 / 02 8755 0034  
[mailto: lauren@redballoon.com.au](mailto:lauren@redballoon.com.au)