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GOURMET  
BASKET

# Corporate Gifting Guide

*Purveyors of fine food and happiness*

GOURMETBASKET.COM.AU





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# Corporate Gifting works The results prove it.

100%

100% of Gourmet Basket customers reported that sending gifts had a positive impact on their businesses, and will continue to gift into the future\* Corporate Client Survey 2020

70%

70% of companies in a BMA study reported they were more likely to do business with the same company after receiving a gift.

## The 3 “R”’s of Corporate Gifting

Businesses gift because it generates returns, both financial and emotional. Gifting helps connect you together as people, because people do business with people. It is an investment in your important relationships, not a cost.

### *Repeat Business*

Customers have a choice with whom they partner in today’s highly competitive markets. Showing gratitude for their business is highly effective in retaining key relationships and ensuring you’ll be top of mind for their next purchase.

### *Referrals*

Happy customers tell their friends and colleagues, resulting in new customers.

### *Retention of Staff*

By celebrating your staff and their successes you will have an engaged workforce that talks positively about the business and reduces staff turnover.



# Why choose Gourmet Basket for Corporate Gifting



*Gourmet Basket has been servicing Australian and global brands for 22 years, resulting in a major positive impact for those brands with clients and staff.*

- Over 400 corporate customers select Gourmet Basket for their gifting needs
- Customise your gift, design your own or choose from our extensive range
- Choose your own branding, or use our inhouse team to custom design
- Easy online ordering, and your own online Corporate Gifting Dashboard to track your history and customisations
- An expert dedicated Corporate Gifting Team to assist you at any time
- Reduced rates for bulk and regular orders

## Awarding winning business



“The process was so smooth and fun, from start to finish and nothing was too much trouble. Let’s just say they were blown away by their hampers.”

ENTREPRENEURS ORGANIZATION

## Some of our happy corporate customers





There are so  
many reasons for  
corporate gifting...

## Staff & Team Members

Reward hard work  
Welcome  
Sales incentives  
Work anniversary  
Prizes/Promotion  
Easter/Christmas  
Get well  
Employee of the month  
New baby  
Celebration  
Farewell  
Sympathy  
EOFY

## Customers & Business Partners

Referral  
Settlement  
Welcome gifts  
Closing a deal  
EOFY  
Easter  
Christmas  
Sympathy  
Get well  
New baby  
Apologies  
Chinese new year  
Thank you

## Events Seminars & Conferences

Speaker gifts  
Event gifts  
Corporate  
Merchandise  
Team events  
Team leader  
Team reward  
Work achievement  
Congratulations  
Appreciation  
With thanks  
Prizes  
Organiser gifts





*The largest range of*  
**Gift Hampers in Australia**

*Gourmet Basket offers the largest range of thoughtfully curated gift hampers in Australia. With over 600 gift options for more than 30 occasions, we have done all the hard work to make you look good and perfectly express your sentiments. However, if you cannot find exactly what you are after, we can custom design a hamper to suit your specific requirements.*



## CHOOSE YOUR PACKAGING



CHOOSE YOUR  
INGREDIENTS



CHOOSE  
YOUR BRANDING



We stock a stunning collection of packaging options for all your gifting needs. Gorgeous handmade baskets, totes, wine bags, picnic baskets, backpacks, cooler bags, gift bags as well as standard hamper boxes.

# Packaging Options









## A top-down view of a gourmet gift basket arranged on a white marble surface. The centerpiece is a black and orange BHP chocolate box tied with a large, vibrant orange ribbon bow. To the left, a bottle of G.H. Mumm champagne stands elegantly. Above the box, a wooden cutting board holds several slices of dark, seeded bread, three dried orange slices, and a curved knife. A small bottle of Negroni sits next to the board. Surrounding the central box are various treats: a bowl of mixed nuts, a small dish of dark chocolate-covered grapes, two round cookies, a small bowl of pistachios, and several pieces of chocolate, including a square of caramel and some round chocolates. The overall composition is sophisticated and appetizing.

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We offer complimentary deluxe satin ribbons customised with your logo. Ribbon is wrapped around our signature gift boxes to give your corporate gifts an impressive touch of business branding. Simply supply us with your logo and pick your colour options for the ribbon and foil printing.







# Branded Cards

Send a personal message to your customers or staff with our selection of gift cards.

We offer our standard gift cards printed with your logo in full colour free of charge or choose from one of our stylish pre-designed templates and we will tailor these to your brand or you can supply your own artwork.

Branded gift cards are printed on high quality card and attached to our gift boxes. We are able to offer single messages or individual messages for each recipient in a bulk order. For more information see our Corporate Branding Brochure.



# Branded Boxes

Do you want your corporate gifts to really shine and increase your brand awareness?

We can design and print stylish box sleeves which are tailored to your brand, or choose from one of our stylish pre-designed templates and we will tailor these to your brand or you can supply your own artwork.

Branded box sleeves are printed on high quality card and attached to our gift boxes with a matching gift card. We also offer other branding options printed directly onto a variety of gift boxes, including wooden boxes. For more information see our Corporate Branding Brochure.





# Branded Merchandise

Gourmet Basket offers a large range of branded corporate merchandise to compliment your corporate gifts.

Branded merchandise is a fantastic way to leave a lasting impression and keep your brand top of mind. From stylish cheeseboards, luxurious diaries, sustainable mugs, quality pens plus hundreds of other items - we make it easy for you to include branded merchandise in your corporate gifts. For more information on our corporate merchandise range please see our Corporate Branding brochure.





# How to order your Corporate Gift Hamper

*We have created three simple options for you to choose from, if you require further assistance, we are only too happy to help.*



## ORDER ONLINE

Fast and convenient. Login to ensure your preferred branding, logos and discounts are applied. Your orders will be saved in your Dashboard for future reference.



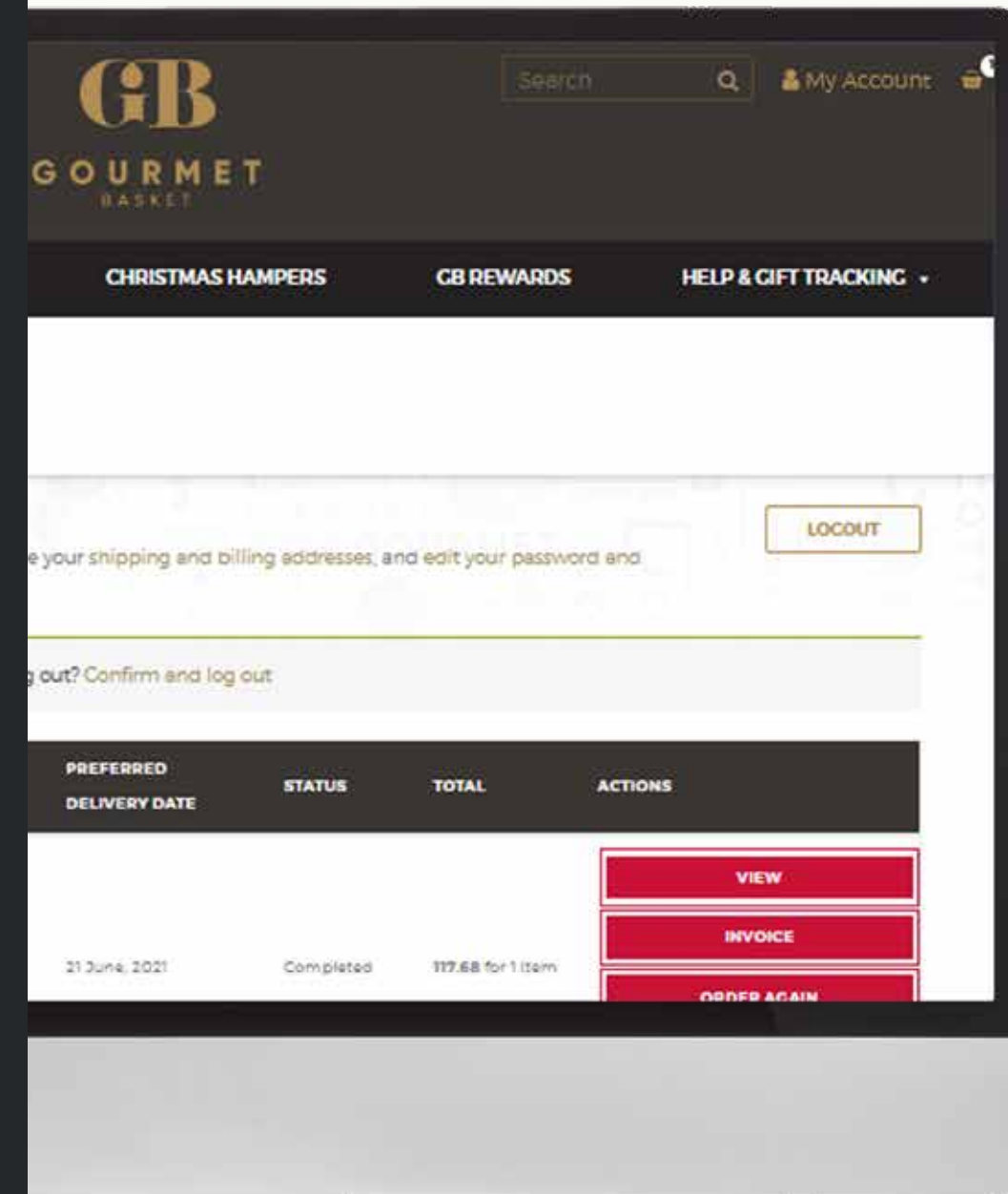
## BULK ORDER

We make it easy to send multiple hampers to multiple addresses. Just fill in our simple bulk order form and we will take care of the rest for you.



## DIGITAL GIFT VOUCHERS

We can design a branded voucher with details on how to claim the hamper for your recipient. The voucher can include a link and expiry date.



# Corporate Gifting Dashboard

*All your business gifting history in one place, on our easy to use ordering portal.*

**View your past order history:** review last orders, re-order, download invoices and track your orders – all in one click!

**Store your preferred customisations:** Branding, company logo, gift messaging, ribbon colours, standard messages, discount coupons and custom hampers recipes

**Update changes:** to your personal and company information including email address, billing address and any password changes. To setup, simply create a Corporate Account and go to the MyAccount link at the top of the website





# Private Corporate Gifting Website

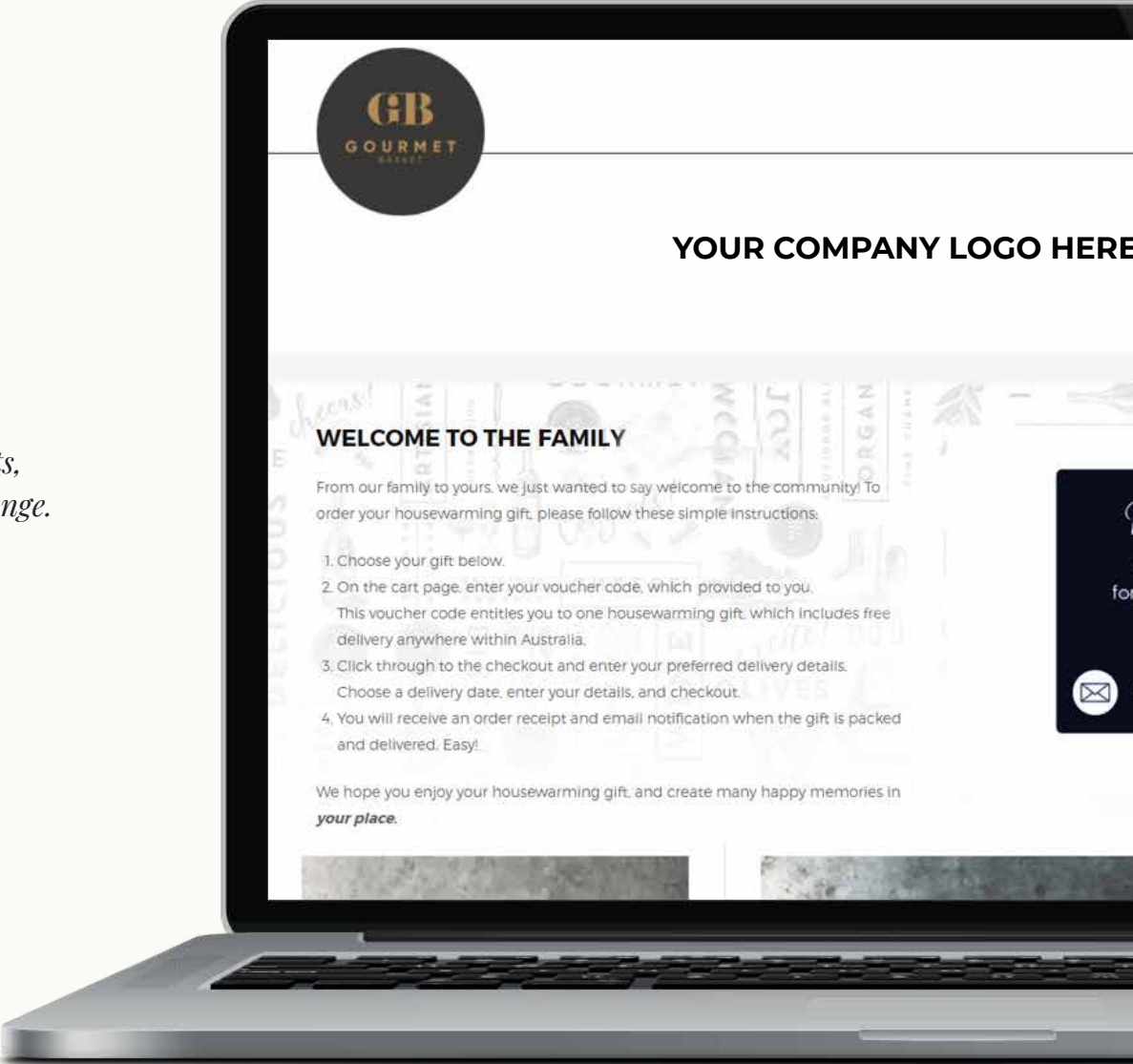
*A dedicated private gifting site for clients with special requirements, such as confidentiality, no online payments and a restricted gift range.*

**A confidential gifting portal** solely for the purposes of your internal or external gifting program, branded with your companies logo and content

**Recipients order online**, from a restricted range of gifts selected by you, and send to their preferred address without the need to pay at checkout

**Ideal for staff-to-staff gifting**, large-team gifting, working-from-home or customer-gifting programs which need:

- A specific range of gifts and or budget
- A specific corporate presentation style
- To be delivered to private addresses
- Monthly Billing on Account
- Reporting of all orders received







# Efficient Pick & Pack Services

**An end to end Managed Gift Assembly service** for businesses with specific items, that need to be packed into high quality presentation for a large number of people

**Ideal for:**

- A large number of custom gifts
- You already have the items you want packed (these could be corporate promo items for example)
- You need assistance to design the presentation, and for the gifts to be assembled
- You need assistance with shipping and tracking in bulk

**We can also blend your items** with Gourmet Basket's delicious range of over 800 ingredients to make the gift perfect.



**“We have received many comments that the hampers made them feel special, particularly in the is times.”**

**PORSCHE**

**“A massive thank you for your excellent customer service.”**

**TELSTRA**





# We are always here to help.

*Contact us for an obligation free quote.*

When you work with Gourmet Basket you will be allocated a dedicated corporate gifting consultant for easy ordering, advice and customisation.



*Call us*

**1300 354 393**



*Email Us*

**corporders@gourmetbasket.com.au**



*Online chat*

**www.gourmetbasket.com.au**



**G O U R M E T B A S K E T . C O M . A U**