



Press Release

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Tax-free food gives employers the competitive edge

With a buoyant job market forecast for 2007, employers need to find new ways to gain the edge over their competition to attract and retain good staff.

Employee benefits programs are imperative in a competitive market, but with many companies now offering similar programs, smart employers are looking at creative new ways to attract and retain good staff. EzyBite tax-free food is one such program designed to win over the hearts and souls of a workforce.

EzyBite is a simple, low-cost program that allows employees to order food from local cafes and restaurants online and have food delivered to their workplace. As the food is consumed on business premises of their employer, purchases can be made using their pre-tax dollars through a salary sacrificing arrangement. It could be more aptly described as 'salary optimisation', and is an innovative solution to a healthy, happy and productive workforce. It can even be revenue positive for the employer, providing an extremely cost-effective way to help companies achieve their business goals with a team of loyal and motivated employees.

Once joined, employees can browse a selection of menus from local cafes and restaurants via the EzyBite website. They place an order and their food is delivered into the workplace at the agreed time. The program can also work for employees who eat at existing on-site cafeterias and simply pay over the counter with an EzyBite smartcard.

According to Thomas Beurthey, Managing Director of Accor Services - EzyBite, most employees spend a considerable amount of money per week on light meals, snacks and drinks during working hours, so EzyBite is an appealing option for every level of staff. "Everyone has to eat," he said, "and EzyBite offers a way of looking after the wellbeing and job satisfaction of employees as well as reflecting positively on the employer.

"EzyBite boosts employees' spending power, generally saving them from 31.5 percent to 46.5 percent on the total cost of their meals at work, the exact amount depending on what they consume and their individual tax circumstances. The program is voluntary and interested employees can use EzyBite's on-line budget planner to calculate their current spend and determine the savings achievable, which can be surprising."

Skipping meals and 'desk-dining' are common practice. Employees often rush out, grab a sandwich and eat at their desks or miss lunch altogether, which can have a detrimental effect on performance. The EzyBite program means that employees who have not previously had easy access to healthy food choices can now enjoy regular meals at work and still have time for a walk, shopping or a session at the gym.

The program can also be set up to be revenue positive for the company as employers can not only make significant savings with EzyBite via expense reductions associated with some State taxes, but also gain income through input tax credits. EzyBite is fully tax compliant and these light meals and snacks (excluding alcohol) when consumed in the workplace are exempt from FBT (Fringe Benefit Tax).

More information can be found at www.accorservices.com.au or by calling 1300 733 860.

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