



Trade Wins - Toula Blossoms on Trade

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A member since June 2004, Toula hit their stride in Tradebank in 2006 with over \$50,000 of sales through Tradebank during the year. Toula is a fine dining establishment located above the Westin Harbour Castle in Toronto.

Toula was able to utilize many of their trade dollars on a monthly contract with a local florist to provide them with all the flowers for their restaurant. According to Luca Viscardi, owner of Toula, "Trading meals has allowed us to have some of the highest quality flower arrangements in the city from Martin's the Flower People without having to dip into our cash flow. Tradebank was able to send us new customers and we were able to turn those trade dollars into valuable purchasing power and thereby reducing our overall cash expenditures.". Although many businesses do trade one to one, this is an example of the type of transaction that Tradebank can arrange that could not be done one to one.

During 2006 Toula was also able to re-carpet and update the look of their restaurant. "Being able to utilize trade dollars to enhance our restaurant allows us to draw in more cash business, as well as get word of mouth advertising from fellow business owners who are part of Tradebank" says Luca.