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Wednesday 29 July 2020

## **VICTORIAN SNACK WHOLESALER MOVES TO AUSTRALIAN DIGITAL CURRENCY**

### **BEVERIDGE FAMILY BUSINESS SWAPPING CASH FOR QOIN**

#### **QOIN DIGITAL CURRENCY SUPPORTING SMALL BUSINESS**

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One of country Victoria's most established snack wholesalers is embarking on a new era in business using digital currency.

The family owned and operated Nutty Nuts, which has been distributing its snack products from Beveridge, Victoria, for 26 years, says Qoin (Eds; pronounced 'coin') is opening up a whole new market of retailers.

Owner David Pirpinias says, "Qoin is a new way of advertising our business that's opening us up to a whole new market."

After experimenting with other digital currencies as a trader, Mr Pirpinias felt confident Qoin would assist in growing his business.

"I believe in digital currency and I wanted to get our name on the new Qoin platform where other businesses can see us and place orders with us.

"What I like most about Qoin is that it's supporting small businesses, like ours."

A small family business founded in 1994, Nutty Nuts started as a single van operation supplying stock to independent convenience stores and service stations in regional Victoria and New South Wales.

It has since expanded nationally into 250 BP service stations and a number of other retail outlets, including hotels and pubs with a signature range of nut mixes.

Due to COVID-19, which has restricted freight, Mr Pirpinias says Qoin enables him to move to online ordering without having to build it into the business.

"As a small family business with limited cashflow, we don't currently offer online ordering for small orders, as we need to spend money on freight.

"Qoin opens our business up to new retailers Australia-wide who can contact us through the platform."

Over the space of six months more than 7,000 small business merchants, including many in Victoria, are now accepting Qoin the newest digital currency built on blockchain that offers cashless transactions.

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**Qoin Association**

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And now Victoria is being specifically approached following research undertaken by Qoin that shows Victorian businesses and merchants are keen to get involved in digital currencies.

Qoin Australia Chief Marketing Officer Andrew Barker says, "We have done our homework in Victoria and we have a dedicated team of independent agents that are in contact with Victorian businesses.

"The current economic climate off the back of COVID-19 has encouraged many businesspeople to open their eyes to new ways of doing business and that includes digital currency."

Mr Barker says the time is ripe for digital currencies, like Qoin, as coronavirus has paved the way for small businesses to consider digital currencies to attract new customers and facilitate instore transactions.

"With coronavirus restrictions easing, we're seeing consumers leaving their homes and heading back to local businesses. The small business merchants taking up Qoin are ready for this groundswell of new and returning customers."

ENDS

## About Qoin

- The Qoin Association was established in Queensland, Australia in 2019.
- The Qoin Association is a membership organisation that provides a framework for governance of the Qoin blockchain and reserve.
- The founding members of the Qoin association are Blockchain Investment Group (BCI), owner of Bartercard International (the world's largest retail trade exchange), and One Light Charity Foundation Public Trust. One Light has been a registered charity foundation for close to 10 years, partnering with over 10,000 merchants to help combat extreme suffering in their local communities.
- Qoin has been designed to offer both business' and consumers the opportunity to transact on a day to day basis or accumulate digital assets for potential future growth and liquidity. Through a directory based Qoin wallet, consumers are able to search, contact and transact with their favourite merchants in store and online.
- For more general information, go to [www.qoin.world](http://www.qoin.world)
- For technical information go to the Qoin White Paper located on [www.qoin.world](http://www.qoin.world)

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