

Cythareas Taverna In Shoreham by sea now accepts bitcoin and altcoins on food deliveries

Shoreham By Sea, Local Business

Cythareas Taverna is the newest addition to food delivery platform Dinner2go, But it's not your traditional food takeaway.

SHOREHAM BY SEA, WEST SUSSEX, UNITED KINGDOM, July 29, 2019 /EINPresswire.com/ -- On the 22nd of July [Cythareas Taverna](#) went live [Dinner2go](#) and is the first shoreham by sea based food business to accept Bitcoin and Altcoins and being the pilot establishment on the Dinner2go platform.

Bitcoin is currently floating around 8,000 pounds in value, and total market cap close to 147 Billion pounds, so the larger question at hand is if bitcoin and altcoins are actually used for retail purchases or simply trading and store of value mechanism.

The owners of Cythareas Taverna are already adversed to Bitcoin and [Blockchain](#) Technology, more well known for trialling tokenization on the small island of Agistri in Greece in 2015 which came out with some surprising results from the trials that benefited the Island businesses more than expected, one result was only established in 2016 when the business association shared the numbers of growth of tourists to the Island (17%) an extra 26,000 compared to the previous year. "The trials were previously covered by Forbes, CNBC and even CNN went to the Island"

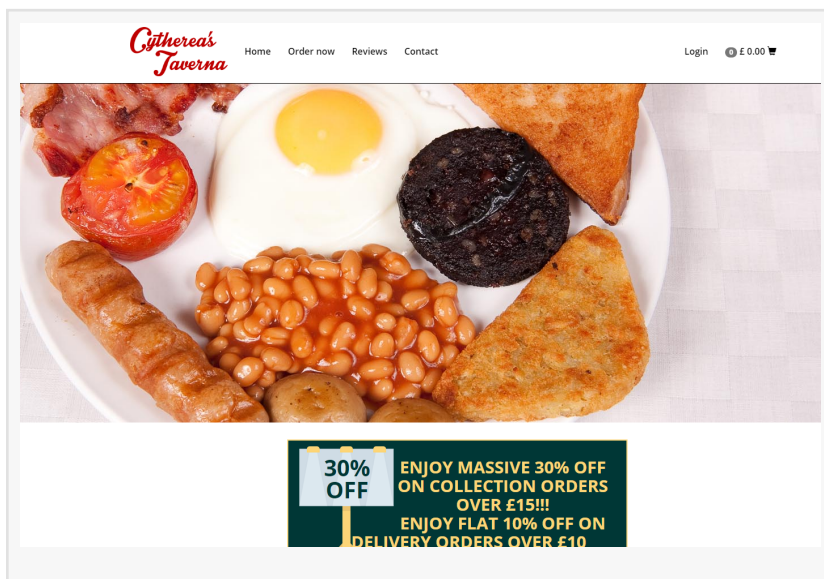
What will Cythareas Taverna be exploring from the trials? the concept is to explore how technology can be adopted for gamification of loyalty and rewards, customers are rewarded for recurring orders, smart contract based GDPR compliant surveys ledgered on the blockchain, reviews, social media sharing and much more rewards can be implemented.

Also part of its initiative is the case of exploring a much more aggressive strategy for its delivery packaging in the form reusable packaging for its recurring customers where they get rewarded for participating.

Cythareas Taverna offers an extensive menu choice from its own website and attractive pricing when you eat in or collect from the taverna which is upto 30% cheaper than the deliveries via special promotions in store and will also be exploring the gamification for in store customers which could lead to the end result of up to 60% savings for customers depending on how the trials proceed going forward, but this is currently hypothetical due to the uncertainty of Brexit and how fuel and food could be dramatically increased after the 31st of October.

<http://cythereastaverna.co.uk>

lee grant



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