

NEW YORK, NY, September 19, 2013 **/24-7PressRelease/** -- Motivated Foods has been officially selected as the exclusive product representative in New York for BarVision, the industry leading liquor management and bar performance tool. As the product representative, Motivated Foods will focus on empowering bars, restaurants, and other establishments with on-premise liquor licenses, by increasing profits, reducing pour losses, and enabling smarter business decisions through the implementation of the leading edge BarVision tool.

"Motivated Foods is thrilled to be named the exclusive New York product representative by BarVision," said Mark Brooks, Director of Business Development for Motivated Foods. "This is a unique opportunity to work with a talented team focused on cutting edge technology and driving the growth and success of small business owners."

In order to support and expand its continued growth in New York and beyond, BarVision identified Motivated Foods as a partner not only with a local presence and technical selling expertise but the ability to provide exceptional customer service as well. Motivated Foods will cover New York City, all of New York state, northern New Jersey and southern Connecticut.

"Motivated Foods is the perfect fit to be our partner in New York. The company is technically savvy, experienced in growing small businesses and extremely focused on helping customers get the most value from our technology. We couldn't be more excited about working with the Motivated Foods team," said Robert Birks, CEO for BarVision.

New York City and the surrounding areas have the highest concentration of on-premise liquor licenses in the country and some of the most expensive business rents. Profits that result from more accurate liquor management can mean the difference between making it or breaking it in the hospitality business.

About Motivated Foods Motivated Foods delivers growth for small companies. Our areas of expertise are delivering professional sales capabilities and market development to technology companies and helping craft food producers grow their wholesale business. For more information, visit <http://www.motivatedfoods.com/barvision> or contact us at info@motivatedfoods.com.

About BarVision BarVision is the developer and manufacturer of the industry leading liquor management and bar performance tool. With a reputation for durable hardware, easy to install equipment and intuitive reports, BarVision delivers real-time pour tracking to bars and

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restaurants seeking to increase liquor profits and reduce pour losses. For more information, visit <http://www.barvision.com>.