

MAXI'S WELCOMES NEW LOOK KOLONNADE

Johannesburg, 30 July 2008, There is no stopping Maxi's as they continue to grow from strength to strength and this month sees another store being revamped at Kolonnade Shopping Centre. This is the 5th existing Maxi's to revamp into the new store design that was launched in the market in June 2007.

"The brand has come a long way over the past 14 years and we are still riding on the surge of new energy with put into the brand design last year, we really are moving up and onwards," says Christo Calitz, Managing Director of Maxi's.

Both Chris and Rainer have been a part of the Maxi's family for quite sometime. Chris was the previous owner of Maxi's Brooklyn, for 8 years. He then sold the business to its current owners Pierre and PJ of Maxi's Menlyn. Rainer is almost part of the furniture at Maxi's; he was responsible, along with the original owners, for founding the Maxi's group in Sunnypark in 1993. He has been the store owner of Kolonnade for 5 years and previously worked at the Maxi's Head Office. Rainer teamed up with Chris in 2007 at Maxi's Kolonnade to capitalise on both their experience and passion in making Maxi's Kolonnade more of a success.

This new found energy is evident at not only the head office of Maxi's but amongst their franchisees. "we think that the time is right for the revamp and we know that it is only going to have a positive effect on not only our business but on our staff and customers as well," says Rainer Gessner, co-owner of the Maxi's store in Montana, Pretoria, which can be found in the Kolonnade Shopping Centre.

Kolonnade is the 13th new generation look store, a fact which both Rainer and co-owner Chris Groenveld are very excited about. "I really love the new look store design as I feel it has given the brand a face lift and really has positioned Maxi's as the brand of choice for South African families. Now, more than ever, people are looking for a place where they can get great food, great service and value for money, all of which Maxi's offers with a smile," adds Chris. With the new store design and mouth watering meals on offer, leaving this Maxi's in a hurry will be difficult.

Maxi's Kolonnade are very excited about their new image and are looking forward to serving existing and new customers the meals that they are known for. Concludes Chris: "I am very

excited to be back in the Maxi's family and especially of the fact that we will now have the store that our loyal customers deserve."

For further information about Maxi's and where to find your local store, visit the website on www.maxisfood.com.

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