

## **MAXI'S CELEBRATES 15 YEARS AND SAVOURS THE TASTE OF SWEET SUCCESS**

It's a very happy birthday to Maxi's, as the quick service restaurant franchise celebrated its 15<sup>th</sup> birthday this October and has shown phenomenal growth despite difficult trading conditions. Maxi's was founded in Pretoria in October 1993 and currently operates 48 restaurants nationally.

"It was an entire month of celebrations for us," says Christo Calitz, managing director of Maxi's. "And although we are a young brand we have lots to celebrate. Thanks to our new look stores we've seen a positive response from a number of developers, which in turn has opened a new doors for exciting new sites. Our sales performance has exceeded all expectations and has enabled us to compete with larger competitors.. As great as 2008 has been, I'm even more excited about 2009 as we have already confirmed a number of new sites in both new and existing developments which will contribute even further to our ever growing national footprint."

While other brands in the sector have fallen by the wayside, Maxi's has continued to grow, a fact that Christo attributes to the repositioning, reinvestment in the brand by existing franchisees and energy of the management team as well as the right product.

Over the past year, the brand has seen significant changes. Since June 2007, they have been busy with revamping key sites within their network to their new look stores. "When I joined the team last year, the store design was 13 years old and needed a face lift; the brand needed to be reenergised. The repositioning and launch of the new store image really resulted in the turnaround of the brand over the last 12 months, with branches such as Alberton City, after revamping into the new store image, having achieved year on year sales growth between 35% and as high as 75% in some months" says Christo. "This once again highlights the fact that our new store design and image is clearly working for the brand and is appealing to a much larger customer base."

There is no reason to stop this upward movement for the brand; "We are committed to taking the brand even further, and part of this strategy is our current revamp of key BJ's national highway sites into Maxi's restaurants. We've already converted Maxi's The Bridge over the N1 highway with great success."

As for the last 6 weeks of 2008, Maxi's only has growth to look forward to with five BJ's conversions (Ventersburg, Bloemfontein, Polokwane, Harrismith West and East) to be completed

by end of November, as well as six new store openings in Kempton Park, Riversdale, Polokwane, Jeffrey's Bay, Port Alfred and Hartebeespoort Dam.

Christo states, "Maxi's have had a fantastic year and I know that we can only move onto bigger things from here. With the support of my team and franchisees behind me I know that there is only success in our future."

Maxi's has always been committed to serving superior quality food, made to order from the best ingredients in generous portions. All this is served in an environment that is accommodating to kids and designed to provide families with a relaxed, casual dining experience with quick attentive service.

Christo concludes, "Maxi's is a value for money offering in an upmarket funky setting. Consumers are looking for great food and value for money during the economic downturn and Maxi's are there to provide for their needs."

/Ends

Words: 564

Issued By: Madelain Roscher  
PR Worx  
Tel: +27 11 896-1818  
Cell: +27 83 468-6819  
Email: [Madelain@prworx.co.za](mailto:Madelain@prworx.co.za)

On Behalf Of: Christo Calitz  
Maxi's  
Tel: +27 11 608 1999