

Maxi's II Posto Opens Its Doors

Johannesburg, 28 February 2008, Maxi's today announced that they had opened a new store in II Posto, Pretoria, to meet the growing appetites of their customers in the area.

"For me there is nothing more exciting than opening up stores for the brand," says Christo Calitz, Managing Director of Maxi's. "It is just another way of proving that our brand is a growing success in the industry and is meeting the expectations of our customers."

Maxi's is a family restaurant that serves a wide range of tasty and wholesome meals, focusing on breakfast, lunch and early dinner. Combined with a friendly and welcoming atmosphere, they deliver outstanding, freshly prepared foods of the best quality.

"The II Posto store is one of a few stores that we are opening in February, and each store is committed to growing the brand in their own way. II Posto will be looked after by Patrick and Sandra Goss and we just know that the store is in excellent hands," says Christo.

Patrick is just as positive as Christo, "I have always been a Maxi's patron and becoming a franchisee has given me the opportunity to get involved in something that I think can truly have an impact on the appetites of South African families."

Patrick and Sandra looked at a few franchise options before selecting Maxi's. "At the end of the day, the choice was an attractive fit because Maxi's is a family orientated brand which offers excellent choice of meals and value for money."

When asked what he enjoys most about owning his own Maxi's, Patrick is quick to reply, "Sandra and I love entertaining whether it's at home or now at work. It will be very rewarding to see a satisfied customer leaving your store and what's even better is when that customer returns."

Patrick and Sandra are extremely positive about their store and want to live out the Maxi's brand, becoming the best brand ambassadors possible. "We want to show that Maxi's is different to any other restaurant out there, based on food excellence and quality of service. Our goal is provide customers with an experience that goes beyond their expectations," says Patrick.

As part of the store opening, Patrick, Sandra and Maxi's II Posto chose NSPCA Pretoria as their charity of choice and donated R1500 to them on the evening. Maxi's and all their

franchisees believe in getting involved in the community and showing they are serious about giving back to the community in which they operate.

With such a positive attitude and a will to take their store to new heights, there is little doubt that Maxi's Il Posto and the Maxi's brand are on the fast track to satisfying customers across South Africa.

For more information on Maxi's, please visit their website at www.maxisfood.com.

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