

Maxi's Alberton City Reaching For The Sky Once Again

Johannesburg, 20 June 2008, Maxi's head office today offered their congratulations to Maxi's Alberton City and their incredible team on their nomination for a special SACSA Award for Retailer of the year in Gauteng.

"We are extremely proud of the Alberton City outlet for getting nominated as retailer and service provider of the year, for the third year running," says Christo Calitz, Managing director of Maxi's.

The awards are based on the results of both Retailers and Service Providers who provide an exceptional level of customer service and have contributed significantly to the shopping centre industry. The judging is a two step process consisting of both mystery shoppers and final judging will be conducted by an independent panel of judges. Mystery shopper surveys have commenced and will continue during the months of June/July 2008, with final judging in July 2008. A prestigious awards evening will then be held where all the winners will be announced and given the recognition they deserve.

Alberton City Maxi's have also won the award for Outstanding Customer Service for Alberton City Awards in 2006 and 2007, and are hoping to make it a hat trick for the 2008 awards.

"We are honoured as a store to be nominated for this award," says Nisha Ismail, manager of Maxi's Alberton City. "It really is a combined effort from everyone concerned in the store. Everyday we try to exceed what we did the day before so that our customers feel at home and receive the great food and service that they have come to expect from us."

"Maxi's Head Office is very proud of the Alberton City store. It is without a doubt a great distinction for Maxi's Alberton City to have been recognised in this manner and we are very happy for them. Congratulations to the entire staff at Alberton City," concludes Christo.

With Maxi's stores having such a determined and focused attitude to customer service, the stores will certainly keep growing and the brand itself will celebrate many more years of serving South African families.

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

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