

MAXI'S OPENS REVAMPED EAST RAND STORE

Johannesburg, 6 May 2008, Maxi's are growing from strength to strength and this month's sees the revamp of another Maxi's outlet, this time in East Rand Galleria. Maxi's has now revamped 4 of its existing strategic sites into the new imagery launched in June 2007, proving the success of the store design.

Costa and Tim Apostolides are the two owners of Maxi's East rand Galleria and say that their customers love the new design and embraced the change.

Says Tim, "We love the new direction that Maxi's brand has taken and feel it's this increased energy into the brand that has made people sit up and take notice of our great food and service."

The brothers, who previously owned a Spar franchise together, took over Maxi's East Rand Galleria on the 1st December 2007 and decided to revamp straight away as they loved the new Maxi's store image and believed in the growth it would bring their outlet. By 26th February 2008 the revamp was complete, including a 5 meter sign above the entrance of the store, so that there would be no mistaking where patrons could find the best breakfasts and burgers.

Since revamping, the Apostolides have seen a 17% growth on the previous year, with which they are extremely pleased. "Our growth has been from an increase in afternoon and early evening trade and uptake of grills with breakfast and lunch still being our busiest trading periods, we are seeing new customers eating at Maxi's East Rand Galleria since the revamp." explains Tim.

Both brothers are very hands on in their business, ensuring that they are both on site everyday to manage to day to day running of their store.

Tim concludes, "We are looking forward to growing our business even further and introduce more people to the Maxi's brand. Costa and I both want to ensure that our store lives up to the aspiration and expectations that Maxi's loyal customers have come to respect about the brand. To ensure this we are very hands on and you will find us at our restaurant every day"

With Maxi's franchise owners having such a determined and focused attitude, 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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