

LA LUCIA FLAGSHIP STORE IN KWA-ZULU NATAL HAS NEW OWNERS

Johannesburg, 1 December 2008, Maxi's La Lucia is a family restaurant that serves a wide range of tasty and wholesome meals. Combined with a friendly and welcoming atmosphere, they deliver outstanding, freshly prepared foods of the best quality.

The new owners, George Manganas and Nick Zafiroopoulos took over the store in November and have been going from strength to strength since then. Both Nick and George have been in the food industry for many years before becoming the proud new franchisees of Maxi's La Lucia. They also have family members that own the Maxi's East Rand Galleria in Gauteng.

Maxi's La Lucia will revamp their store into Maxi's new store image that was launched in June 2007. The new look has taken the industry by storm and has proven results of being a resounding success. "We love the new direction that Maxi's brand has taken and are really excited about the revamp of our store. The Maxi's team is energised, prepared and ready to take on our competitors and show the industry how it's done," says George. The revamp will happen in February 2009.

"The vision for the store is to grow it into a popular family outlet where people can relax and have a great meal with friends and family at Maxi's. The best part of our job is to supply our customers with good quality food with first-class service and always make sure they will stop at Maxi's La Lucia," says Nick.

"Maxi's delivers outstanding, freshly prepared foods of the best quality. Another part of what makes the Maxi's brand progressive, besides the hard work and devotion of staff from all levels, is the energetic management team which supports all their franchisees," says Christo Calitz.

Nick and George have at least 10 years experience in the restaurant business and are sure to impress the community with their service and friendly welcoming.

For more information on Maxi's Restaurants, please visit their website at www.maxis.co.za.

/ends

Words: [310]

Issued by : Madelain Roscher

PR Worx
011 896-1818 / 083 468 6819

On behalf of : Christo Calitz
Maxi's Restaurants
011 608 1999