

MAXI'S WELCOMES LAMBTON TO THEIR GROWING FAMILY

Johannesburg, 28 February 2008, Maxi's today announced that they would be opening another store in the Gauteng area; this time in Lambton, Germiston.

"We are very excited about the new store opening," says Christo Calitz, Managing Director of Maxi's. "It is always a proud moment for us to open another store and to add to our family of franchisees."

Maxi's 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.

"We think it's fantastic that we will have a store in Lambton, we were just waiting to find the right franchisee to partner with us on the venture and we feel that Deon and his wife Melanie are the people that we have been waiting for," says Christo.

Deon is just as excited as Christo, "I have been a fan of Maxi's for sometime now and it made sense to get even more involved in the brand by becoming a store owner myself."

Deon was introduced to Maxi's Restaurant by a property consultant. Before jumping straight into business with the brand, he says he did some research and spoke to a few Maxi's owners to know exactly what would be expected. Happy with the findings of his research, Deon then approached Maxi's to find out how soon he could get involved with the brand..

"One thing that really stuck out for me was that Maxi's is seen as a smaller brand but there is huge growth potential. Everyone at Maxi's has been extremely helpful and when I suggested that the brand look into the Lambton area as a possible site, they were only too happy to listen to my ideas," says Deon.

Before becoming a Maxi's franchisee, Deon was the owner of several Cell Shacks outlets from Brakpan to Vanderbijlpark. He is also a mechanical engineer by profession and worked for Iscor in their materials management department before managing and owning his Cell Shack outlets.

When asked what he enjoys most about owning his own Maxi's, Deon replied, "I love being able to interact with different people on a daily basis and the flexible hours are also a perk.

But for me the most exciting part of this whole journey is being able to start something new and to see how it grows.”

Deon has certainly got very big dreams for his store as well as for the Maxi's brand. And if his personal philosophy of '*man can achieve anything in life as long as you put your mind to it,*' is anything to go by, then there is no doubt that Maxi's Lambton is in good hands.

“Our goal is to provide Lambton and its surrounding areas with the great food that Maxi's is known for. We also want to see the Maxi's brand expand to the point where they out number our competitors' stores and we become the most sought after fast food restaurant chain in the country,” concludes Deon.

As part of the store opening, Deon and Maxi's Lambton chose Lambano Children's Sanctuary as their charity of choice and donated R1500 to them on the evening. Maxi's and all their franchisees believe in getting involved and giving back to their communities in which they operate which is why they choose a local charity. It just another way for them to show that they are as serious about their community of customers as they are about their great food.

With an attitude like Deon's, it's no wonder that the Maxi's brand is growing from strength to strength. For more information on Maxi's, please visit their website at www.maxisfood.com.

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