

MAXI'S NELSPRUIT REVAMPS AND RELOCATES

In Mpumalanga Maxi's has a strong province presence with 7 stores in total. Hans Hoogenboezem, the owner of Maxi's Nelspruit, believes that the brand is growing from strength to strength.

Hans and wife Eldi opened Maxi's Nelspruit three years ago and have really lived to the brand's family restaurant positioning; it has become a family business with their three boys getting involved with mum and dad at the restaurant. "With the grace of God, Maxi's Riverside Mall has outperformed our wildest dreams, which is why we have decided to make the move to a better site within the mall," explains Hans. The new site in the Checkers/Edgars court offers Maxi's a lot more foot traffic and exposure. "We are celebrating our third birthday and what excellent way to celebrate; with a better and busier site within the mall."

When the restaurant relocates at the end of the month, it will also be getting a make over of it's own as it will be transforming itself to the new look Maxi's store image, that was launched in June 2007. "We love the new store image; it's definitely positioned Maxi's as a serious player in the market place. Maxi's is for the whole family – from kids to their grandparents, the new design makes everyone feel welcome," adds Hans. With the new store design and mouth watering meals on offer, leaving this Maxi's in a hurry will be difficult.

Maxi's Riverside Mall are ready and waiting for you to come in and experience that Maxi's hospitality, be it breakfast, lunch or dinner. With such an atmosphere around the brand and commitment of their franchisees, it's no wonder that Maxi's continues to grow and achieve excellence.

Lets meet @ Maxi's!

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