

## **MAXI'S TANTALISE WITH NEW MENUS**

**Johannesburg, 27 October 2008,** Maxi's are committed to being the leader's in their food category and as such Maxi's have been keeping busy lately with news stores and revamps as well as celebrating 15 years in the business. However, this was not enough for them and so they recently launched a new look menu as well.

"Things are really moving upward and onward in the life of the brand and we extremely excited about all the new developments taking place," says Christo Calitz, Managing Director of Maxi's.

The brand overhauled their menu offering last year, in line with the start of their brand repositioning. Their aim is to ensure that they offer unique and value for money offerings that are in line with the taste profiles of their consumers by offering them menus that look as tantalising as their food tastes.

The new menu, which is in a larger, allows for bigger and even more delicious food images. The one thing that hasn't changed is that Maxi's have different menus for breakfast, main and kids menus, making sure that consumers are spoilt for choice no matter what they feel like.

The menu is not only intended to showcase Maxi's latest meal offerings, but it also makes viewing the options just as enticing with mouth watering photos and tempting displays. The updated menu design has been applied to all menus; breakfast, main meal, kids, take-away, alcohol menus and Halaal menus. Their Mini Maxi's menu has also had a makeover and now resembles a laptop packed full of tasty kiddies sized portions.

The Maxi's focus has always been one of mouth watering meals, substantial portions and is completely different to what its competitors are offering and they are always on the look out for ways to further entrench that focus.

It is clear that the team at Maxi's are working hard to provide quality in their service offering and superior products to all their customers, be they young or just young at heart.

Christo concludes, "We know our customers can keep up, it's because of them we are speeding ahead of the competition."

So what are you waiting for? Maxi's new menu offering is just waiting to tantalise your taste buds. For more information on your local Maxi's visit the Maxi's website at [www.maxisfood.com](http://www.maxisfood.com)

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