

MAXI'S START UP THEIR GRILLS IN NORTHGATE

Johannesburg, 28 August 2008, Maxi's today announced opening of a new store in Northgate Shopping Centre in Johannesburg North, to add to their growing network as part of their growth drive.

Maxi's is a family restaurant that serves a wide range of tasty and wholesome meals. Combined with a friendly and welcoming atmosphere, they serve freshly prepared foods of the best quality. "We are very excited about the new store opening in Northgate Shopping Centre and it is always a proud moment for us to add another store to our national network," says Christo Calitz, Managing Director of Maxi's.

John May joined the Maxi's family in August this year when he bought Maxi's Eastgate. He is also now the new owner of Maxi's Northgate and has been in the food industry for 12 years. "Christo is well known in this industry and is seen as a strong leader which all franchisees look up to. "The food trade is a very exciting but hard working at the same time. I'm looking forward to serving my new customers with more than just a meal," says John May.

John knows just how important staff is to the success of his Maxi's stores. "It is important that the staff you work with enjoys their job and share the same goals. They form a huge part of the chain in terms of keeping continuous feet in the store," says John.

Another part of what makes this brand victorious, besides the hard work and devotion, is the energetic management team which supports all their franchisees. John feels that it is highly important to relate and to learn and share the knowledge he has gained in the industry, "I really enjoy the Maxi's team, Christo has always had my respect for his work ethic and dedication to the brand, as a franchisee you can gain a lot of knowledge from him."

John enjoys the challenges that form part of his day to day job because each day is different to the last. "I think part of my personal success is that I don't take no for answer, I am very persistent and I believe that you want something enough, you will do what ever it takes to achieve your dream and that's exactly how intend to make a success of both my stores," concludes John.

With such a positive attitude and a will to take both his stores to new heights, there is little doubt that Maxi's Northgate as well as the Maxi's brand are on the fast track to satisfying customers across South Africa.

For more information on Maxi's Restaurants, please visit their website at www.maxisfood.com

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