

## PHENOMENAL GROWTH FOR MAXI'S IN 2008

**Johannesburg, 4 December 2008,** Quick service family restaurant, Maxi's achieved an extraordinary 20% increase in their national brand footprint in a mere 6 weeks. This makes the group one of the fastest growing franchise brands in South Africa.

During the period of 1 November to 15 December 2008 the Maxi's franchise converted 5 former BJ's outlets in Ventersburg, Bloemfontein, Harrismith East, Harrismith West and Polokwane into Maxi's restaurants. The conversions came as part of an agreement, effective since 1 March 2008, which saw Maxi's taking over the 6 BJ's restaurants with the intention to convert them to Maxi's. Maxi's will also be opening 5 new stores (Riversdal, Haretebeesport Dam, Polokwane Checkers, Port Alfred and Kempton Park) in the same period, closing the year 2008 with an impressive 59 outlets.

"This phenomenal brand growth of over 20% in the last 8 weeks will ensure consumers notice us. Our increasing number of outlets on the national routes as well as in new areas where Maxi's now trades will ensure better brand awareness and loyalty," says Amy Menzies, Maxi's Marketing Manager.

2008 has been an extremely successful year for the brand; at the beginning of the Maxi's financial year (March 2008), they had 10 outlets in the store image which was launched in June 2007. As of 15 December, Maxi's will have 33 outlets in their sexy new store image, more than 50% of the number of outlets in just 18 months since the launch of the store image.

The brand footprint has also seen phenomenal growth since March, with 20 additional outlets comprising of new stores as well as the 6 BJ's conversions. Maxi's can now be found in 8 out of the 9 provinces and are looking forward to making it 9 out of 9 in 2009. The brand will also be embarking on a radio campaign with Ofm and Jacaranda to support the opening of their 6 Caltex service station sites on national routes over the December festive season, "For us brand awareness is key and we want to ensure that everyone, wherever they are and whatever they find themselves doing find themselves heading to a Maxi's for More than just a meal," says Menzies.

Maxi's has an extensive variety on its menu; catering for breakfast, snacks, lunch, dinner, desserts and kiddies meals. It is well-known for its all-embracing menu, large portions, and value for money offering. "We are so proud of all the exciting developments that have taken place

during 2008 which has opened fantastic opportunities for Maxi's in 2009 with a number of new sites already confirmed," says Christo Calitz, Managing Director of Maxi's. "Not only have we grown our national brand footprint in excess of 20% we have also seen sales growth in excess of 25% in some months."

Maxi's looks forward to the New Year to get started on the building of another 7 new outlets which are set to open by the end of April 2009. With mouth watering meals, excellent service and providing "More than just a meal" to South Africans across the country; they have become compellingly unstoppable at achieving their objectives.

For more information on the brand, please visit their website at [www.maxis.co.za](http://www.maxis.co.za)

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