

RIVERSDAL BUSINESS WOMAN 'REACHES FOR THE STARS' WITH MAXI'S FRANCHISE

Johannesburg, 17 November 2008, Maxi's welcomes yet another store to their comprehensive family chain, this time in Riversdal.

Nestled at the foot of the Sleeping Beauty mountain peak - a well loved landmark which never fails to capture the imagination - Riversdal not only boasts a floral paradise of indigenous flora covering the mountain and surrounding areas, but also has a thriving market place where Lynette Truter owns five of the major enterprises.

Fuelled by her working motto to reach for the stars; Lynette was impressed by Maxi's ethos of being a family restaurant that serves a wide range of tasty and wholesome meals. This combined with a friendly and welcoming atmosphere where delivery is always outstanding, and freshly prepared foods of the best quality are always on the menu.

"We are pleased to welcome Lynette to the growing Maxi's family," says Christo Calitz, Managing Director of Maxi's. "Lynette is an entrepreneur and prominent business woman in the community whose initiative and drive has created a number of employment and development opportunities in Riversdal. It is upon this type of ingenuity, passion, and dedication that the Maxi's brand was built. Lynette embodies the values of Maxi's and is truly a welcomed addition to the family," concludes Christo.

To celebrate her latest acquisition with Maxi's; Lynette will be donating R1 500 to a local charity that her and her husband have supported since its inception. The Wallace Anderson charity is a care centre for differently-abled persons. Their income generating campaign, known as the 'Blikkie Projek', places collection tins at till points. The project is an innovative 'brain child', of Lynette and her husband, that has since grown regionally and provides a much needed source of income to the centre.

A first for the booming country town of Riversdal, conveniently situated on the N2 highway between the Langeberg mountain range and the sea, the Maxi's concept of ambiance, friendly service and good quality food is sure to leave a winning mark!

For further information about Maxi's and where to find your local store, visit the website on www.maxisfood.com.

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