

NEW MAXI'S TV IS A FEAST OF FOOD FOR THE EYES

Johannesburg, 21 April 2008, Maxi's today announced that they would be airing their new commercial to the South African public.

"We are extremely excited to launch this new TV advert as it aligns perfectly with the new direction that the brand has adopted over the past twelve months," says Christo Calitz, Managing Director of Maxi's.

In 2007 Maxi's went through a process of repositioning the brand, which involved the development of a new corporate identity, new menus and a new store design. The focus of 2007 was to roll these elements out to the entire network to have a powerful base to grow from. It was this repositioning that was the motivation behind the launch of the new Maxi's brand building commercial to reflect the new strategy.

"When it came down to it, our passion for doing business has always been to give the customer outstanding food and service," says Calitz. "Maxi's offers customers a wide range of options on its menu and serves large portions of made to order food, offering consumers great value for money. Hence our food had to have centre stage in the commercial."

The concept took only 6 weeks to finalise and the two day shoot was overseen by food stylist extraordinaire, Gail Meredith. Gail is the lady responsible for all Maxi's menu and in-store point of sale food shots. Paul Thompson a guru in filming food directed the commercial, while Red Rocket was the agency responsible for the concept.

Maxi's has always been committed to serving superior quality food, made to order from the best ingredients in generous portions. All this is served in an environment that is suitable for the whole family, providing with a relaxed, casual dining experience with quick attentive service.

With their state-of-the-art new store designs and now the new television advert, there is no doubt that Maxi's are proving yet again that they committed to offering their customers the best when it comes to their dining experience.

Calitz concludes, "We are very excited about the new brand building commercial that will entrench Maxi's in the minds of South African consumers."

So why not follow the commercial's call and "let's meet at Maxi's." For more information on Maxi's, please visit their website at www.maxisfood.com.

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