

WELCOMING BJ'S VENTERSBURG TO THE MAXI'S FAMILY

Johannesburg, 17 November 2008, Maxi's today announced that they had opened the doors of the newly converted Maxi's at the Caltex service station in Ventersburg.

Catering for breakfast, lunch and early dinner trade; Ventersburg is situated on the N1 highway between Bloemfontein and Kokstad. By converting this site to Maxi's, the brand is certainly extending its footprint and ensuring that people travelling this festive season are well fed.

"An appealing proposition came our way and after 21 years in education Rita and I decided to grab the opportunity with both hands. Without any experience, the prospect of gaining advantage of the knowledge and guidance of an able franchisor made the decision easy," says Willie Fryer, owner of the Maxi's Ventersburg.

"The Maxi's brand is becoming the quick service restaurant of choice in South Africa and offers the best quality and value for money," says Christo Calitz, Managing Director of Maxi's.

According to Willie his goal for the coming year is to grow the business not only in terms of turnover but also in terms of level of service rendered to their clients. He remarks that the personal growth of his employees is equally important. "I would like a beneficiary relationship with Maxi's where both add value to each other's interest. Rita and I also want to share in the vision to see Maxi's growing in prominence and stature so that we may draw from the benefits," says Willie.

This is the second National highway site to be converted to Maxi's, the first being The Bridge in Midrand over the N1 with another 3 Caltex site conversions imminent.

Maxi's and their franchisees are committed to providing "More than just a meal" where they may be in South Africa.

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

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