

LET'S MEET AT MAXI'S WESTGATE

Johannesburg, 28 August 2008, Maxi's Westgate recently went under the revamp knife and had a face lift into Maxi's new store image launched in 2007. The new image offers a welcoming warm environment that South African families have come to know and love.

Maxi's is a quick service family restaurant, known for its extensive menu, large portions and value for money offering. "We are very excited about the Westgate store revamp, it brings the total number of existing Maxi's outlets to revamp into the new unique design to 6", says Christo Calitz, Managing Director of Maxi's.

The owners of Maxi's Westgate are Deon Kitching and Willie Fourie, who both previously worked at Spoornet (better known as Transnet Freight Services) for 28 years as Human Resources Manager and Administrative Manager respectively. When they resigned in February 2007 they were on the look out for new ventures and challenges outside the corporate world. "We both were interested in the franchise business and after considering numerous possibilities in the food industry we decided on becoming part of the Maxi's franchise. The reason for choosing Maxi's was to be part of an excellent brand with great potential and one that definitely meets the expectations of customers in the food industry," says Deon.

The Maxi's brand is visibly growing in every sense of the word and this is mainly due to the positive driving force from the head office staff and especially the influence, positive attitude and determination of Christo. "Since becoming the owners of Maxi's Westgate in March 2007 we have no regrets and are thankful for the choice we made to be part of a winning team and a brand with such an outstanding reputation," says Willie.

For Willie and Deon, customer satisfaction is their main driving force, and at Maxi's Westgate the customers are king. They strive to see customers coming back to "meet again at Maxi's" for yet another unforgettable experience. It excites them to interact with customers and to build strong lasting relationships with them. "Customers must see Maxi's Westgate as their second home", says Deon.

Willie adds, "We would like to see the brand expand and grow throughout the country for others to experience the great vibe of Maxi's restaurants. We know that we are among the best when talking about family restaurants. Our aim is to have a restaurant that every member of the family can enjoy regardless of their age."

The owners of Maxi's Westgate strive to give back to the community and recently entertained a church group of 52 children and adults whereby they sponsored them with movie tickets. They also sponsored a group of children from CANSA Westrand with meals and drinks when they visited a nearby game reserve.

"We love being part of the Maxi's family and are very pleased with the finished result of our revamp. We both love the new look of the store and know that it will drive the growth of our restaurant," concludes Willie.

Maxi's is growing from strength to strength and it's no wonder with franchisees such as Deon and Willie in the Maxi's family.

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

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