

SPREADING THEIR NATIONAL FOOTPRINT

Johannesburg, 27 October 2008, Maxi's are growing from strength to strength and this month sees the opening of yet another new store. Wonderboom Junction in Pretoria North, has just opened its doors to customers for great meals and service.

Since 1993, when the first Maxi's was opened in Pretoria, the brand has grown into a family restaurant of choice for many, as well as a business opportunity for entrepreneurs. "The brand has come a long way over the past 15 years but the surge of new energy is what excites me the most," says Christo Calitz, Managing Director of Maxi's.

This new found energy is evident at not only the head office of Maxi's but amongst their franchisees. "Maxi's has an exciting offering with great growth potential not only as a brand, but as a part of South African culture," says Dean Pretorius, owner of the Maxi's store in Wonderboom.

"I really love the new look store design as I feel it has given the brand a face lift and really has positioned Maxi's as a serious player in the market place, the brand of choice for South African families. Maxi's is for the whole family – from kids to their grandparents, the new design makes everyone feel welcome," adds Dean. Dean and his partners Deon Buizedenhout and Andre Brtz also own Maxi's at Centurion Lifestyle Centre and Maxi's Hazeldean Square in Pretoria East.

This new addition to the brand will see Maxi's further entrench itself into the hearts and minds of South African consumers. The brand's goals are to provide their customers with a wide variety of meals made from the freshest ingredients in generous portions and if the demand for stores is anything to go by, then Maxi's is certainly providing a winning recipe.

With Maxi's franchise owners having such a determined and focused attitude, the stores will certainly keep growing and the brand itself will celebrate many years of serving South African families.

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

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