

## **MAXI'S WELCOMES YET ANOTHER STORE TO THE EVER GROWING FAMILY**

**Johannesburg, 14 April 2008**, Maxi's are growing from strength to strength and this month sees the opening of yet another new store for the franchise. Maxi's in Zevenacht Mall will soon be opening its doors, bringing Maxi's presence in the Western Cape to 6 outlets! Maxi's are set to grow in the region with only recently opening its 5<sup>th</sup> Western Cape outlet at N1 City Mall on the 29<sup>th</sup> February and are in negotiations with a number of new sites in the Western Cape region.

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 14 years but the surge of new energy over the last 8 months 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 Neels Grobler, owner of the Maxi's store in Zevenacht.

Zevenacht is the 8<sup>th</sup> new generation look store and the 12<sup>th</sup> new store to open with the new décor and design. "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 Neels. With the new store design and mouth watering meals on offer, leaving this Maxi's in a hurry will be difficult.

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.

As for Neels, he has goals of his own for his store and the brand. He concludes, "I look forward to seeing the store and the Maxi's brand grow into becoming a force to be reckoned with in the South African restaurant industry. I will make sure that our store in Zevenacht lives up to the aspiration and expectations that Maxi's loyal customers have come to respect about the brand."

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](http://www.maxisfood.com).

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