

MEDIA RELEASE

Thursday, 20 August 2009

Mugg & Bean Annual Conference 2009

On the 17th and 18th of August, Mugg & Bean's Annual Conference was held at Emperors Palace in Johannesburg. The conference was a huge success with Mike Said, from Brand Strategy hosting the event. The theme of the conference was "We will Survive 09".

A gala dinner was held on the Monday night with an awards ceremony to recognise and reward Mugg & Bean Franchisees. Below are the different categories and the winners.

Best Mystery Shopper Evaluations:

Vaal Mall

For the year to date they have achieved a 100% score on their mystery shopper visits. This is a clear indication of the outstanding service they deliver. This award carried a cash prize of R5000.

The Store of High Regard Award, an award for ongoing exceptional community work:

East London

Russel Kruger's involvement with the local community has been exceptional, the time, effort and money that he spends on local and obscure communities has been fantastic. The award carried a prize of R5000 to be donated to his charity of choice.

Marketing Award:

Potchefstroom and Woodmead

Potchefstroom opened their doors in May 2008 and have remained involved in all manner of local store and community driven marketing. This has gone a long way to make them the fantastic success they are today. Woodmead also have done numerous marketing activities that have increased sales tremendously. The award carried a prize of R10 000 for each to contribute towards local store marketing initiatives.

Best new store

O.R Tambo

This 24 hour operation has consistently strived to maintain the highest operating and service levels. The award carried a cash prize of R10 000.

Manager of the year

Somerset West

And the winner was Ankia Muller from Somerset West. Ankia has implemented the most incredible world class systems and procedures to such an extent that it has become the training store of the note. She is dedicated, loyal and would be an asset to any Mugg & Bean. The award carried a cash prize of R10 000.

The Chairman's award, an award that reflects outstanding and continued improvement for excellence, was awarded to Dean Kelly from the Woodmead store achieving a cash prize of R20 000.

The Good to Great store award, an award for the store that has shown significant improvement in all areas of operations:

Greenacres and Sandton

The joint winners were Greenacres and Sandton. Leon Ferria from Greenacres has taken the store to new levels during the past year. Sandton consistently excels in all they do and has tremendous passion towards the brand. Both received a cash prize of R10 000.

And the most coveted award of the year, the store of the year:

The 3 finalists for this category were:

Tygervalley

Nelspruit Crossing

Vaal Mall

And the winner of this prestigious award was our Tygervalley store in the Western Cape. This store excelled in all operating standards which allowed them Brand Champion Status.

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