

Press Release

11 June 2010

## **FILL-UP WHEN YOU FUEL-UP AT TOTAL**

On the 10<sup>th</sup> June 2010, Mugg & Bean's 'Grab & Go' concept opened its doors for the first time at a Total Service Station in Sandton Drive, Sandton. Mugg & Bean has signed an exclusive agreement with Total for the development and rollout of the 'Grab & Go' concept at Total Service Stations across the country.

The exclusivity of the agreement with Total pertains only within the petroleum/service station sector of the economy. Sandton Drive is a pilot site and, if needs be, the concept will be refined further before being rolled out to selected service stations across the Total network.

Kim Hockley, Food Service Manager for Total South Africa comments "The joint venture is extremely exciting as we have an exclusive offering to our Total sites, which can only increase consumer presence on both our forecourt and shops. The offering is also popular to the SA market which means we will be recognised by all passing trade - encouraging motorists to visit our stations even more for their favourite Grab & Go snack".

Mugg & Bean currently has eight 'Grab & Go' stores across the country and it has proven to be very successful and a favourite amongst consumers. "Mugg & Bean has always been known for innovation and this new venture with Total is just another way of serving our customers and bringing the brand to the people. We are extremely excited to be associated with Total and look forward to a long successful relationship with them", said Graeme Morrison, Managing Executive of Mugg & Bean Franchising.

The 'Grab & Go' concept provides great coffee and simple hand-fare for those in a hurry. It features a variety of "on the go" goodies. Customers can choose from gourmet sandwiches, quiches, hot panini's, danishes, croissants, bagels and much more. Mugg & Bean's famous giant muffins will also feature and coffee lovers can enjoy Mugg & Bean's 100% Arabica coffee!

***ENDS***

---

***Enquiries: Martie Smuts, Mugg & Bean Franchising***

***[chatterbean@muggandbean.co.za](mailto:chatterbean@muggandbean.co.za)***

***011 554 4523***

***072 409 6500***