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FOR IMMEDIATE RELEASE

### **MUGG & BEAN OFFERS MORE AND MORE**

CEO and founder of Mugg & Bean, Mr. Ben Filmalter, together with the board of directors, recently attended the *International Franchising Conference in Washington*, in the United States of America. At the convention, the board of directors attended lectures on labour costs, food costs and product usage forecasts, and soon discovered that Mugg & Bean's franchising systems, training and IT processes were of international standard. Experienced American restaurant professionals are convinced that Mugg & Bean is a world-class concept. One of the success factors is Mugg & Bean's value proposition; which is simply MORE.

In these tough economic times and over the past year, prices across all commodities have risen higher than anticipated. Pressure from all quarters; food prices, utilities and labour; are increasing, but Mugg & Bean have reached a point where prices have stabilized. "We have reviewed the value proposition of every dish on the new menu and ensure that it complies with our ethos of generosity. We offer more beautiful food, more plentiful plates, more fresh products and a friendlier atmosphere. This is our secret to rising out of the current challenging economy", said Ben Filmalter.

He also stated that: "The reason for the brand's world-class success is because of the cut-above quality and extraordinary value for money. We are always more generous with our portions, offer high quality food and have outstanding signature dishes and baked items. We have meaning in consumer's lives and will continue during these difficult times to meet the needs of our customers."

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It is evident that in these days everyone is cutting back, consumers are being much more thoughtful before spending money, that is the reason why Mugg & Bean is focused on helping consumers see value. Mugg & Bean will continue to be a world-class brand and exceeding the expectations of our customers.

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