

MEDIA RELEASE

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WA hospitality icon Miss Maud spreads her wings to Mandurah: opening seventeenth coffee house at newly renovated Mandurah Forum on Thursday 27 August

Vicinity Management ‘thrilled to have iconic brand at the Forum’

WA has had a love affair with hospitality icon Miss Maud since she opened her first coffee house in Perth in 1971 offering a warm Swedish styled ambiance that made enjoying a cup of coffee or lunch with friends a new treat in a city that had previously offered little more than pub meals.

Now the Miss Maud group has spread its wings to Mandurah to open its seventeenth coffee houses in the coastal community which Maud Edmiston – better known as Miss Maud - says she has long been keen to join.

“We are delighted to be opening in Mandurah,” said Miss Maud. “For so many years we have had the great pleasure of having customers from the region urging us to open in Mandurah telling us how welcome we would be.

“This special invitation from customers is so warm and encouraging and we are delighted to now be able to make it happen and add to our coffee house expansion plans.”

Anthony Scaffidi, Vicinity Centres Regional General Manager Leasing WA said, “For over forty years Miss Maud has been renowned for providing Perth residents and visitors with a taste of Sweden through her restaurant, hotel and pastry houses and we are thrilled to have this iconic brand at the new Mandurah Forum.”

The popular hospitality leader said she was very pleased to have employed so many local people for the coffee house who would be trained in the group’s special brand of hospitality with forty-one employees including the manager joining the Mandurah team, thirty-seven of whom live in and around Mandurah.”

“Having local staff will add a special touch to the community feeling at our newest coffee house,” said Miss Maud.

“In addition to customers being able to enjoy many beautiful dishes in the coffee house our ready-to-serve catering platters will also be available to order online and instore for their convenience.” (ENDS)

FOR FURTHER INFORMATION PLEASE CONTACT

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MORE INFORMATION AND IMAGES

The Miss Maud Hospitality Group is one of Western Australia's best-known hospitality brands. It now includes seventeen coffee houses in the city and metropolitan Perth - including its latest - Miss Maud Mandurah. It also has a twenty-four hour bakehouse and a convenient on-line ordering system to support in-home, office and community catering, as well as a Swedish Smorgasbord Restaurant and Boutique Hotel based in central Perth.

Miss Maud coffee houses are widely recognised for their signature brand of inviting and warm, friendly cafes where people can enjoy a delicious cup of coffee with many beautiful dishes and magnificent cakes and pastries inspired by the coffee houses of Sweden.

Miss Maud customers regularly order on-line from the many freshly prepared dishes and delicious goods baked daily by the team of pastry chefs at the Miss Maud bake house with home and office celebrations made special with the professional catering services of Miss Maud. www.missmaud.com.au

Maud Edmiston, the group's much awarded founder, namesake and managing director was named the 2001 Western Australian Citizen of the Year (Industry and Commerce) in recognition of her commitment, innovation and contribution to Western Australia's hospitality industry and the wider community.

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