

Media Statement

27 March 2020

Miss Maud works with Foodbank WA to support vulnerable people following the temporary closure of 19 locations and associated staff layoffs

Following Government regulations for all hospitality organisations aimed at restricting the spread of COVID-19 Western Australia's Miss Maud with a staff of 500 and hundreds of suppliers responded last Wednesday (March 25) by temporarily closing all nineteen of its stores and coffee houses, including its two Cafe' Stockholm outlets and the group's huge 24 hour bakehouse.

Maud Edmiston, the group's namesake and CEO said it was an extremely difficult time for business and the community and with a staff of five hundred the closure had affected 412 casual staff with 78 permanent staff also stood down following the Australia wide measures implemented for the hospitality industry. She said hundreds of the group's suppliers were also affected.

In complying with these safety measures the Miss Maud hospitality group has partnered with Foodbank WA, donating food stock from Miss Maud stores to be used in Foodbank's community programmes to support their work with Perth's most vulnerable people.

Ms Edmiston said that prior to the Australia-wide restrictions she and her staff were putting the final touches on a beautiful new store in Karrinyup to be opened on April 4 with seating for 85 and takeaway options of freshly baked pies, coffee and other delicacies. This, of course, would now be put on hold.

The hospitality group which next year will celebrate its 50th year of serving the people of Perth said it was heartbreaking for so many in the hospitality industry to be faced with having to take such actions and for her and her small remaining staff it was a massive task to close and clean so many locations including the large bakehouse.

However, Ms Edmiston said she had been buoyed by the many kind and thoughtful comments sent to her from so many Miss Maud customers and that her own thoughts were with the people of Perth and the many others in the hospitality industry who had to make similar heartbreaking decisions.

"I offer my warmest thoughts to the wonderful West Australian community that has always supported Miss Maud as we navigate this truly unprecedented time," she said. **(ends)**

For further information please contact:

Marina Valmadre, Oakridge Communication Group

marina@oakridgecg.com.au 0408 98 28 18