

MEDIA RELEASE

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OPENING OF MISS MAUD MANDURAH - SEVENTEENTH COFFEE HOUSE FOR POPULAR WEST AUSTRALIAN HOSPITALITY ICON

After growing up in Sweden where waters and lakes abound and moving to Western Australia lured by white sands and amazing beaches, Maud Edmiston the iconic hospitality leader better known as Miss Maud has a natural affinity with the special qualities of coastal community life.

A continual hospitality innovator who was the first hospitality leader in Perth to apply for an outdoor seating license enabling customers to enjoy a cup of coffee in WA's great outdoors, Miss Maud said she was delighted to announce the opening of her newest coffee house outside of the metropolitan area which will open at the Mandurah Forum on July 27.

One of West Australia's best-known hospitality personalities Miss Maud said that her coffee houses had many loyal Rockingham supporters who regularly came to Perth for their favourite treats and that she now looked forward to welcoming them to enjoy her hospitality closer to their own homes.

Forty-one staff have been hired to provide Miss Maud's brand of hospitality with many locals, including the manager, all of whom would be trained to provide 'abundantly' for customer needs.

Miss Maud said there would be many beautiful dishes on the menu and some 'gorgeous new surprises and fun competitions to tempt the appetites of customers' with on-line ordering and catering a convenient and delicious part of the Miss Maud offerings.

The popular hospitality personality said one of the best things about opening her first coffee house outside of the city and metropolitan Perth would be the opportunity to become part of the fabric of the wider communities with their many celebrations and the convenience she could now offer to long-time customers who would no longer need to travel so far to visit a warm and welcoming Miss Maud coffee house (ENDS).

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BACKGROUND INFORMATION ON MISS MAUD HOSPITALITY GROUP

The Miss Maud Hospitality Group is one of Western Australia's best-known hospitality brands. It now includes seventeen coffee houses in and around Perth. It has a twenty-four hour bakehouse and a convenient on-line ordering system to support 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 that have been 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