



Media Release

9 November 2010

The Aktiv group adds another Fast Food Chain: Skewerz Kebabz

The Aktiv group, owners of the popular **Bucking Bull Roast & Grill** franchise and the **se7en Gourmet Takeaway** concept, have introduced a new franchised brand to launch on the Australian Market, **Skewerz Kebabz**.

In October 2010, the Aktiv group acquired Western Australian kebab brand **The Kebab Co.**, which comprises 10 franchised stores, all located in major shopping centres in WA.

The addition of this franchise system to the Aktiv group paved the way for the release of **Skewerz Kebabz**, which most of the existing **Kebab Co.** stores will be converted and rebranded to by mid 2011.

This collaboration will allow **The Kebab Co.** franchisees to take advantage of the Aktiv group's tested and successful business systems, marketing programmes and extensive franchise assistance.

Aktiv group's CEO and Managing Director, Stuart Beechen, said "This acquisition boosts the number of food franchise systems under the Aktiv group to four, all developed in Australia and focused primarily on food courts in major shopping centres."

The acquisition provides additional opportunities for the Aktiv group and the franchisees of each system by allowing for the integration of products, collaborative marketing initiatives, co-branding, supply economies and leveraging of Aktiv Brands franchise management systems.

"We are always on the lookout for more opportunities in our sector (retail fast food) and here it is. **Skewerz Kebabz** is another exciting and unique brand which we've invested a lot of time and resources in and we believe it has great potential", says Stuart.

The **Skewerz Kebabz** chain kicks off in Western Australia, with the first store opening in Centro Galleria Shopping Centre, Morley in November 2010.

Basil Bresgi (Franchise Owner of both **Bucking Bull** and **The Kebab Co.** in the Centro Galleria Shopping Centre) and Billy Preston (Franchise Owner of **The Kebab Co.** in the Midland Gate Shopping Centre) have become the Master Franchisees in Western Australia for both **The Kebab Co.** and **Skewerz Kebabz**.

According to Basil, "The opportunity for **The Kebab Co.** to join the Aktiv group was an easy choice considering the franchise support, marketing and group purchasing benefits provided to me as a **Bucking Bull** franchisee. I can feel confident in knowing the same level of support and professionalism will be provided to the **Skewerz Kebabz** franchisees and me, as Master Franchisee".



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This latest Aktiv group acquisition pushes total store numbers for the group to 44 across Australia.

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