

For Immediate Release, Dec 17, 2008

MAD JACK Café
MAD & WILD Aussie Xperience



MAD JACK RESPONDS TO THE LATEST TRENDS

MAD JACK responds to the latest restaurant trends “by doing absolutely nothing.”

There has been a recent flurry of articles in trade journals, restaurant media and daily newspapers about the change in marketing strategies for restaurants. The so call “gurus” of public opinion have determined what you, the dining public, want and offered the following observation:

Value: A variety of foods at affordable prices should be offered by restaurants. Moreover, each menu item should provide a good value for the ever shrinking global economy.

Selection: Menus should have a wide variety of nutritional foods to appeal to diners of all ages. In addition, selection should be diverse enough to please a variety of palates.

Nutrition & Health: Food should be as healthy as it tastes. Restaurants are urged, whenever possible, to prepare individual meals to conform to specific customer’s needs – low in salt, fat & cholesterol, fresh & natural, NO MSG, No Preservative, No artificial flavouring/colouring, No chemical.

Comfort: “Eating out” is as much entertainment as it is a nutritional requirement. The dining experience should accommodate all people from large families with children to individuals.

Why MAD JACK is “Doing Absolutely Nothing”

Throughout its years of operation, MAD JACK has prioritised these observations and put them in practice from day one of its operation.