

SCOOTERS PIZZA TO TASTE HOLDINGS

OVER THE YEARS

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2000

2004

Scooters Pizza is founded in 2000 , 2001 Scooters Pizza Expands to Gauteng 2002 Scooters wins FASA newcomer and brand builder awards . 2003 see's first store in the Western Cape.

Scooters Pizza aquires all Maxi's and wins best pizza in Joberg Scooters is renamed to Taste to reflect multi branded business. Taste is listed on the Alt JSE. 2007 Scoters wins FASA brand builder award.

2005

2007

2008

2010

Taste aquires and builds NWJ into 2nd largest Jewellery group. 2009 see's Buon Gusto launched and Maxi's wins FASA 2010 franchisor of the year award. St Elmos is acquired by Taste. Scooters celebrates 10th Birthday.

More Brand Builder awards for Scoters in 2011. Taste moves to main board of JSE, R750m system wide sales. 2012 Taste aquires The Fish & Chip Co. Two distribution depots established. Zebro's chicken acquired and 30 year master franchise signed with Dominos.

2011

2014

2015

2018

Taste signs a 25 year agreement with Starbucks. 65 Scooters and StElmos stores convert to Dominos Pizza. 4 Starbucks stores are opened . Taste takes strategic decision to focus on food.

Great food, Great service, Great people.

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