

FISHING AROUND THE REGION

Fish & Co.'s franchisees from Malaysia, Indonesia and Brunei proudly fly our flags high as their outlets take off across the region.

Uniqueness in a Pan

Haji Omar Ali Bin Haji Mohd Daud, 54, General Manager of Rizq Barakah, says:

"Fish & Co.'s unique food and beverage concept allows Bruneians to indulge in an exotic range of fishes and seafood and have a great dining experience. Our outlet at Citis Square in Berakas opened in May last year with great fanfare and excitement, and business so far has been encouraging. Plans for more strategic developments are currently in the pipeline and we expect good investment returns for the business."

Bruneians welcome more choices and alternatives in dining and the international F&B concept goes down well with them."

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positive since day one

Mr Steve Tan, 25, Director of Good Gourmet Holdings

"We wanted to create a niche seafood restaurant with value-for-money offerings coupled with excellent service."

Fish & Co. was perfect for us! Our restaurant at Paradigm Mall in Petaling Jaya, opened in 2011, has had positive cash

flow since day one. As we are confident in achieving double digit growth for this outlet, we recently opened a new 6,000 square feet outlet at Pavilion in Kuala Lumpur. Our strategic direction is to expand aggressively in Tier-1 shopping malls in Kuala Lumpur, targeting two to

three new stores every year, depending on opportunity.

As we have set high standards for ourselves, hiring suitable team members can be a challenge. However, the look of satisfaction on our customers' faces is our best reward."

With the correct strategy and organisational discipline, being a Fish & Co. franchisee is a fruitful and rewarding venture.



LONG-TERM WIN-WIN

PASSION FOR FISH & CO.

Mr Henky Rusli, 37, President of PT Gading Foods and Master Fish & Co. Franchisee, Indonesia says:

"Fish & Co. worked closely with me to tweak its operating model to suit our local market, without compromising its core products and branding. We are constantly communicating and learning from each other. Singapore's Fish & Co. are willing listeners, pragmatic in their reasoning and they aim for their franchisees to succeed."

to train for six months, learning the core values and philosophy. They then returned and imparted their skills and knowledge to their colleagues.

To succeed, you must first be a Fish & Co. fan and be passionate about the brand. Then you must be hungry for it to succeed in your country."

Our initial staff was attached to Singapore's Fish & Co. restaurants

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Our core franchising principle is the development of a win-win partnership. We want our partners to be long-term oriented so that we can jointly build a sustainable restaurant chain premised on great tasting, value for money seafood with great service and ambience.

Mr Hoo Hoe Keat, Deputy Managing Director at Fish & Co. Restaurants, says:

"We are constantly looking for suitable partners. The key requirements for a potential franchisee include having a big passion for the F&B business and also strongly believing in the Fish & Co. concept."

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We are currently exploring the possibilities of entering certain key overseas market under a different operating model. Some markets that we're looking at include China, Middle East, Myanmar and India. We will also explore markets like Australia, Europe and North America opportunistically."

Do you have a passion for great tasting seafood? Are you ready to embark on a great business? Do you believe in win-win partnerships? Fish & Co. invites you to find out more about our franchise opportunities. Contact us at marketing@fish-co.com or visit our website at www.fish-co.com to learn more about being our franchise partner.



SEASONAL DELIGHTS

SWIMMING INTO TOWN

Fishy discovery

Do you see the two dishes swimming around the fork and spoon in **Fish & Co.**? What do you think **Fish & Co.** stands for? Tell us on our Facebook Page and stand to win a complimentary meal for 2!

*Valid till 15th July. Fish & Co. reserves the right to vary any rules or regulations at any time without prior notice. Other Terms & Conditions apply.

Fun Fish Facts

Fish is an important source of nutrition. It is a low-fat, high quality protein, rich in minerals such as calcium and phosphorus. Such nutritious food has never tasted so good before!



Scan to visit our Facebook Page!

Yu Sheng

Fish & Co.'s specially created Yu Sheng met with success in Singapore with more than 400 trays enjoyed this Lunar New Year.

Did you know?

Ebiko is prawn roe popularised by Japanese cuisine, and has a unique taste of the sea.



Did you know?

Yu Sheng literally means raw fish but also sounds like rising abundance in Chinese.

Grilled Fish with Ebiko

Enjoy our grilled White Fish with Ebiko at all our outlets across Singapore.

Calamari Steak

While calamari is usually deep fried, Fish & Co. loves to innovate and now presents our calamari in a brand new and delicious Au Gratin style.

Did you know?

In the culinary arts, au gratin refers to a dish baked with a cheese topping.

Look out for these seasonal items at Fish & Co. today!

Hop onboard!

Fish & Co. cardholders enjoy great rebates on their bill for both food and drinks at all our restaurants across Asia!

1. Receive **80 fish points** (1 fish points = \$1)
2. **Free seafood platter** for 1 on your birthday.

3. **20% rebate** for subsequent spendings on your birthday month.
4. **50% off** mocktails
5. **15% points rebate** on your regular bill
6. **Priority reservations** (up to 7pm daily)
7. **Exclusive** deals all-year long!

*Terms and conditions apply.



Surfing up new dishes

New Menu Highlights



Clams with Curry Butter \$11.95

Juicy clams sautéed with a rich and smooth curry butter sauce - A great appetizer!

Grilled Peri Peri Chicken with Scallops \$18.95

Grilled chicken with peri peri sauce meets scallops topped with tomato and cheese to give an explosion of hearty flavours.



Chilli Crab Spaghetti \$17.95

Whet your appetites with al dente pasta tossed with sweet and spicy chili crab sauce topped with a deep fried soft shell crab.



Black Pepper Chicken Baked Rice \$13.95

Indulge in our wonderfully fragrant black pepper baked rice, which is generously filled with chicken chunks and tasty bell peppers.



Shrimp & Clam Aglio Olio \$14.95

Our classic Aglio Olio comes with succulent prawns and clams for added texture and punch.



Bombay Fish & Chips \$16.95

Fish & Co.'s well-loved thin, crispy batter is infused with flavours of lemon and turmeric for a subtly aromatic experience.



Crabcakes with Tar Tar Sauce \$9.95

Enjoy our all new crabcakes packed with generous crabmeat chunks mixed with onions and coated with bread crumbs.



Baked Barramundi with Citrus Crust \$17.95

Baked to bring out the sweet, mild and delicate taste of fresh barramundi. Enveloped within a citrus crust with a dash of herbs, this healthy protein comes with a choice of two delicious sides!



Celebrated for serving up only the freshest international seafood dishes, Fish & Co. gives diners reason to rejoice by retaining your all-time favourites while introducing new ingredients and recipes, to excite and titillate your tastebuds. Come enjoy these wonderful new dishes today!

The Special Catch



TASTY FISH NOW ACROSS ASIA

SHING
UND THE REGION

PARTNERFISH

FOOD GLO

FUNFISH

FUN

Relish Fantastic

a food

2013 SPECIAL EDITION