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

Uniqueness

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

to train for six months, learning the

core values and philosophy. They

then returned and imparted their skills and knowledge to their

To succeed, you must first be a Fish

the brand. Then you must be hungry

& Co. fan and be passionate about

for it to succeed in your country."

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and beverage concept allows Bruneians to indulge in an exotic range of fishes and seafood and have a great dining experience.

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



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.









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.



"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.



"Fish & Co. worked closely with me

to tweak its operating model to suit

compromising its core products and

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.

our local market, without

branding. We are constantly

To succeed you must first be a Fish & Co. fan

Mr Henky Rusli, 37, President of PT Gading Foods

and Master Fish & Co. Franchisee, Indonesia says:

and be passionate about the brand. Then you must be hungry for it to succeed in your country.









Fishy discovery

Do you see the two dishes swimming around the fork and spoon in $\{-, \}$? What do you think stands for? Tell us on our Facebook Page and stand to win a complimentary meal for 2!

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



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.



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.

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

Did you know? In the culinary arts, au gratin refers to a dish

baked with a cheese

Did you know?

Yu Sheng literally means



Hop onboard!

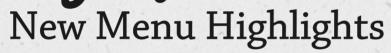
Fish & Co. cardholders enjoy great rebates on their bill for both food and drinks at all our restaurants across Asia!

- 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.





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.

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 thunks and tasty bell peppers.



Shrimp & Clam Aglio Olio

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





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!



Rombay 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.

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

