



# HOME-GROWN SUCCESS FISH & CO. DROPS ITS ANCHOR INTO TWO NEW MARKETS



**For Immediate Release**



## **Home-Grown Success Fish & Co. Drops its Anchor into Two New Markets**

*Singapore's favorite F&B outlet makes a splash in Bangladesh and Mauritius amidst plans to expand into new markets*

Singapore, April 2014 - As a pioneer of casual Western seafood dining, Fish & Co. is well recognised as a shining icon in Singapore's F&B industry. Since its opening in 1998, Fish & Co. has grown from strength to strength, introducing its unique "seafood-in-a-pan" concept to diners in multiple countries including Singapore, Malaysia, Indonesia, Cambodia, Philippines, Brunei and the Middle East.



*Fish & Co. Mauritius*

With the expertise and intimate insights of local franchise partners, the Fish & Co. brand has thrived consistently in overseas markets. This lends confidence to Fish & Co. to make its first foray into Bangladesh, with its first outlet scheduled to open in the fourth quarter of 2014, in the capital of Bangladesh, Dhaka. This comes on the heels of the brand's entry into Mauritius in December 2013, with its first restaurant located at the bustling Phoenix Commercial Centre.

Fish & Co. sees remarkable opportunities in these largely untapped markets – both emerging markets that are experiencing a steady and progressive economic growth with a growing pool of middle income population.

Along with upcoming restaurant openings in Malaysia, Cambodia and the UAE, Fish & Co. will reach a total of close to 50 restaurants by the end of 2014. Looking forward, Fish & Co. is also setting its sights on exploring business opportunities in other ASEAN countries, India and the Middle East.

“We are thankful for the positive reception that diners from all over the world have given us. Hence, it became clear from the start that Fish & Co. was going to leave a global footprint. We are enjoying healthy growth right now, and will continue to increase our presence with a deeper focus on overseas markets,” says Mr Hoo Hoe Keat, Managing Director, Fish & Co. Restaurants Pte Ltd.

In addition to strategic business foresight, another main contributing factor to Fish & Co.’s success is its ability to maintain a high degree of quality consistency across the various outlets around the world. A substantial amount of effort was put in to understand the local palate, making necessary but minor modifications to ingredients, products and preparation methods to ensure that it would be a hit with the locals.

In the spirit of bringing Fish & Co. to more people around the world, Fish & Co. has introduced the tagline “One Bite and You’re Hooked”. This tagline encompasses the very essence of Fish & Co., getting more people all over the world “hooked” on the unique holistic Fish & Co. dining experience. It strives to provide a consistently friendly environment with great seafood where friends, families can convene regardless of which part of the world they are in.

Interested franchisees can contact Fish & Co. at [franchise@fish-co.com](mailto:franchise@fish-co.com) .

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**About Fish & Co**

Established in 1998, Fish & Co. is a casual, family restaurant chain serving fresh seafood in a pan. This unique dining experience drew inspiration from the simple practices of the fishermen in the Mediterranean; who caught seafood fresh from the seas, cooked and ate the freshly cooked seafood immediately from the pan. Designed with a casual, nautical ambience, Fish & Co. restaurants, together with her friendly crew, are cheery, inviting and warm. At Fish & Co., all seafood is prepared in a simple and straightforward manner. Using only the freshest fish and seafood, as well as natural ingredients like olive oil, herbs and various spices from around the world, Fish & Co. has been delighting customers with great tasting meals in generous portions and warm, friendly service - true marks of quality and value. For more information on Fish & Co. visit our website at: <http://www.fish-co.com> or alternatively, follow us on Facebook at: <http://www.facebook.com/fishandco.sg> for the latest news.

**Countries:**

Singapore- 15 outlets

Bangladesh - First outlet opening soon

Brunei - 1 outlet

Cambodia - 1 existing outlet and 1 outlet opening soon

Indonesia - 16 outlets

Malaysia - 5 existing outlets and 2 outlets opening soon

Mauritius - 1 outlet

Philippines - 3 outlets

UAE - 1 outlet in Dubai and 1 outlet in Abu Dhabi opening soon