
THE
FISH
&
CHIP
CO
FRESH, HOT & A LOT
LANDLORD EDITION

OUR STORY



Since 2009, The Fish & Chip Co has grown into one of South Africa's leading quick-service takeaway brands. Acquired by Fiamme Holdings in 2019, we've grown from 77 stores to 200+ stores nationwide.

Our winning combination of great value, high-volume appeal and operational simplicity makes us a strong retail partner — delivering an affordable, trusted food offering to communities across South Africa.

We're continuing to grow and are looking for strategic locations and property partners to join our journey.

Why The Fish & Chip Co?

200+ Stores & Growing

≤4 Years ROI Payback

Low Set-Up Costs

18–100m² Flexible Footprint

New Pod Format

Proven Retail Presence: Super Regional Malls, Regional Malls & Convenience Centres

Over 200 vibrant stores located in Malls, Shopping Centres, Highstreet and Petroleum sites, across South Africa and beyond.

PROUD MEMBER OF FASA

OUR MAGIC IN MZANSI AND BEYOND



PURPOSE

Our purpose is to become the preferred franchisor in Southern Africa – not by size alone but by excelling in operations, offering superior returns for franchisees while exercising responsible governance and corporate citizenship.

PASSION

Our passion is our customer service, people and our food, this encapsulates everything we do. It is our mission to serve delicious fish, tasty russians and hand-cut slap chips at affordable prices to thousands of happy The Fish & Chip Co customers every day.

PROMISE

We promise to fill the tummies of millions of South Africans with great food, in a setting that is fresh and inviting at a price that is affordable, all day every day.

OUR 200 STORES ARE FRESH













OUR POD

Let's turn underutilised space into a fresh new destination for customers.

The Fish & Chip Co POD brings our Fresh, Hot & A Lot offering to high-traffic locations in a compact, modern and self-contained format.

Ideal for underutilised spaces such as parking areas, forecourts, pedestrian zones and common areas, the POD creates an opportunity to generate additional value and footfall with minimal disruption.





OUR PRODUCT, ISSALOT OF VALUE

The Fish & Chip Co menu is built around the brand pillars of Fresh, Hot and A Lot and features delicious sustainably caught fish covered in our unique crispy batter, generous portions of hand-cut slap chips and signature russians. We complement our core range with Calamari, Snoek, Cheese Russians and a range of sauces and extras.

Our menu and promotions are carefully crafted around value, with options of single meals and sharing meals that are generous enough to feed a few friends, a family, and possibly even a village.











WHITE BOX REQUIREMENT

1 The lease area being approximately 30 – 60m2

2 A 30-day rent-free period to complete building and shop fitting

3 A five-year lease with the option for a further five years renewal

4 3-phase SU3 distribution board, 80 amps per phase in store and at least 125 amps from the supply distribution board

5 Aluminium shop fronts to be min 1200mm wide (excluding double door)

6 Electrical power supply to external lightbox signage

7 First fix plumbing (water supply and drain point)

8 Hand wash basin fitted

9 Geyser fitted (150 liters)

10 Building suitable for installation of extraction ducting

11 New 600mm x 1200mm suspended grid ceilings fitted throughout

12 600mm x 1200mm covered LED light fittings throughout

13 Standard screeded floors (no floor and/or tiles or carpets)

14 White base coat painted on all internal walls

15 Back-up power – if back up power is available, to be connected by the landlord (3-phase, 80 amps)

16 Ablution facilities (per Local municipal regulations) in the centre

17 Fresh air reticulation

18 Floor drains (only if required by landlord)

CONTACT US TODAY



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GROUP DEVELOPMENT MANAGER

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THE FISH & CHIP CO

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