

Taste goes fishing

Taste Holdings is in negotiations to acquire the 160 franchised outlet businesses of The Fish and Chip Company. The chain is described as the largest chain by number of outlets and a market leader in the take-away fish category. Should the deal proceed, it will join Taste's subsidiaries - Scooters Pizza, Maxi's, St Elmo's Woodfired Pizza and NWJ brands.



"The group sees opportunities for growth in the business, as over 100 of the 160 outlets are in Gauteng, which means that the other provinces are largely untapped. In addition, the low set up costs of just R400 000 excl VAT, offers greater investment opportunities for franchisees," says Carlo Gonzaga, CEO of Taste Holdings.

"The deal will also add volume to the current manufacturing capabilities within the group and expose it to a lower LSM segment, as it is one of the largest chains operating in that sector."

For more information on the franchise, go to www.fishandchipco.co.za.

For more, visit: <https://www.bizcommunity.com>