

## New managing executive for The Fish & Chip Co.

Jan de Beer has been appointed as the new managing executive of The Fish & Chip Co., building on his valuable experience gained within the retail industry over the past 20 years.



The franchise, a subsidiary of Taste Holdings, is building on its success since being acquired in 2012. De Beer is already working with the team and franchisees to ensure the progress made not only meets but also exceeds the success achieved to date.

On his plans for the brand, De Beer states that he aims to build it from the inside out, into a preferred brand for both entrepreneurs and consumers by assisting and supporting current franchisees in establishing sustainable and profitable stores and, most importantly, delivering great service.

"The relationship between the franchisees and the franchisor is of great importance, as everyone needs to work together towards the same goals in order to achieve their individual goals. It is only by working together and collaborating on shared and individual goals that the success and sustainability of the brand is ensured," says De Beer.

"As the new representative, I am committed to working with our current franchisees, to listen to and understand their needs and the demands that they often face in business. Communication coupled with transparency, honesty and integrity is key to me and I hope to leave a lasting impression on franchisees."

With the objective to build on the progress of the brand alongside franchisees, De Beer is a firm believer that success is never a guarantee and that, just like any business, a franchise will only excel with targets, plans and strategies in place. He looks forward to instilling the needed support in this regard to grow the business even more.

Carlo Gonzaga, CEO of the Taste Holdings group, adds that his appointment is a welcome one. "We are happy that de Beer joined the Taste family and believe that his ambitions and objectives are in line with what we want for the brand going

forward. We look forward to using his experience and passion for business to continue to build and grow the brand."

Since its acquisition in 2012, The Fish & Chip Co has opened an additional 170 new outlets increasing its national footprint to 334 stores, while creating over 3300 job opportunities during a 20-month period. The company also has black economic empowerment successes with 76.57% of its franchises being black-owned. Adding to the list, it was also voted one of the top fish brands in the fast food sector, following the Sunday Times Top Brands 2013 survey, for a second year running.

For more information, go to [www.fishandchipco.co.za](http://www.fishandchipco.co.za).

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