

FISHDELISH

just fish, fries & fun

FRANCHISE BROCHURE

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FAST, HEALTHY & DELICIOUS

In the last few decades, people have been more inclined to eat healthier foods. A healthy diet is based on eating a variety of different foods, and according to the World Health Organization, we should be eating fish once to twice a week.

Fish belongs to a food group rich in proteins and unsaturated omega-3 fatty acids, and regular consumption has been proven to have many benefits on human health.

Street food is no longer synonymous with fast and unhealthy food, but rather unique cuisine found in urban spaces.

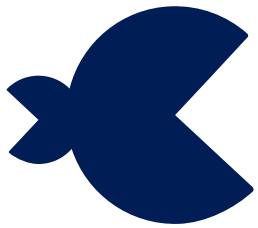
In recent years, the demand for healthy food and food of high nutritional value that is still exciting and innovative and that you can enjoy without regret has grown.

On the other hand, the pace of life is faster, we spend more and more time at work sitting at our desks and often eat “on the go”. The last three decades have been characterized by the opening of fast-food chains which offer affordable quick meals.

But is there a healthier version of these “on the go” meals? One that reconciles these two trends - to eat **healthy & delicious** food, that is also quick and available to everyone?

FISHDELISH is the fast,
healthy & delicious solution.
And it's the right franchise
opportunity for you.





Just fish, fries & fun...
and a really good business opportunity.

FISH DELISH:

Street food based on innovative fish-based dishes

Affordable and easy:
preparation and dining

Fish in focus - prepared simply, quickly, creatively, and innovatively - is the best description of FISH DELISH.

Founded in 2020 in Murter, we are a brand that prepares and serves innovative and creative fish-based dishes with a strong focus on quality. Our fish-based dishes, combined with various side dishes and our special recipe sauces, make for a great combination of taste and visual appearance.

In the style of the increasingly popular street food concept, we offer 14 fish-based dishes, such as the tuna burger, salmon burger, hot and cold shrimp, tuna and octopus sandwiches, tuna and salmon poke salad, cold tuna, octopus, salmon, shrimp, burrata and olive platter, fried calamari, gavun and shrimp tempura - each dish has a special name and its own unique story.

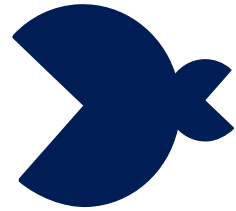
We want to create fish-based dishes, using our original recipes, in a modern way - to combine tradition and modern culinary trends.

The original concept of FISH DELISH was to combine common ingredients in a completely different and original way. The final preparation of the dishes is quick and easy, as is eating them, with consumption being adapted for a casual walk or for enjoying in the pleasant atmosphere of an outdoor terrace. Inspired by trends in the world of gastronomy, our dishes are visually attractive and striking immediately catching your attention, and after tasting them, you'll be hooked and want to visit again.

FRANCHISE BROCHURE



**Fish + easy preparation +
easy dining = FISH DELISH**



FISHDELISH

just fish, fries & fun

DELISH BURGERS

TUNA STEAK DELISH
Tuna steak 200g, burger patty, melted cheese, Delish sauce
Tuna steak 200g, burger bun, lettuce, Delish sauce

SALMON DELISH
Salmon 110g, burger patty, egg, lettuce, cherry tomato, avocado
Salmon 110g, burger bun, cucumber, cherry tomatoes, avocado

FANTASY SALADS

FANTASY TUNA
Tuna 100g, lettuce, tomato, avocado, cherry tomato, cucumber, sesame seeds
Tuna 100g, lettuce, tomato, avocado, cucumber, sesame seeds

FANTASY SALMON
Salmon 100g, lettuce, tomato, avocado, cherry tomato, cucumber, sesame seeds
Salmon 100g, lettuce, tomato, avocado, cucumber, sesame seeds

FISH & FRIES

CALAMARI CLASSIC
Fried calamari, tartar sauce, bread crumbs, lemon, tomato sauce

SHRIMP TORPEDO
Fried shrimp, tartar sauce, bread crumbs, lettuce, tomato, cucumber, sesame seeds

DRINKS

WINE
White Single Vineyard
Sparkling Wine
Craft Beer

SPARKLING WINE
Craft Beer

BEER
Craft Beer

RAVIA
Ravioli

HOT STUFF

SHRIMP ROLL
Shrimp, lettuce, tomato, cucumber, sesame seeds
Shrimp, lettuce, tomato, cucumber, sesame seeds

SHRIMP TORTILLA
Shrimp, tortilla, cheese, tomato, cucumber, sesame seeds
Shrimp, tortilla, cheese, tomato, cucumber, sesame seeds

SPINOSI PASTAS

SPICY SHRIMP
Spicy shrimp, pasta, sauce, vegetables
Spicy shrimp, pasta, sauce, vegetables

BLACK & YELLOW SALMON
Salmon, rice, vegetables, sauce
Salmon, rice, vegetables, sauce

COLD STUFF

OCTOPUS and BURGER
Octopus, burger patty, lettuce, tomato, cucumber, sesame seeds
Octopus, burger bun, lettuce, tomato, cucumber, sesame seeds

TUNA ROYAL
Tuna, tartar, avocado, lettuce, tomato, cucumber, sesame seeds
Tuna, tartar, avocado, lettuce, tomato, cucumber, sesame seeds

SHARING TIME

DELISH FRESH MIX
Tuna, salmon, lettuce, tomato, cucumber, sesame seeds
Tuna, salmon, lettuce, tomato, cucumber, sesame seeds

Enjoy your meal!



FISHDELISH
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FOLLOW US @fishdelish

Choose your drink meal!

DRINKS	
WINE	e.7L e.75L
White Single Vineyard	🍷🍷🍷🍷🍷
Sparkling Wine	🍷🍷🍷🍷🍷
Craft Beer	🍺🍺🍺🍺🍺
SPARKLING WINE	e.7L e.75L
Craft Beer	🍺🍺🍺🍺🍺
BEER	e.3L e.4L
Craft Beer	🍺🍺🍺🍺🍺
RAVIA	e.2L e.3L
Ravioli	🍝🍝🍝🍝🍝



What WE OFFER

We created 14 innovative and original fish-based street food dishes.

The food offering is complemented by an equally good drink offering.

Choice of wine, beer, original recipe alcoholic and non-alcoholic cocktails, juices, and water.

Burgers & Sandwiches



Salads & Pasta



Classic, but better.





Why is the **FISH DELISH** franchise business model **YOUR IDEAL OPPORTUNITY** ?

By purchasing our turnkey franchise business, you will get a well-established business model. This results in fully measurable results before the investment, as well as the mentorship of an experienced entrepreneur for the duration of the contract.

The duration of the franchise agreement is 10 years with the possibility of extending the contract for another 10 years.

The FISH DELISH franchise provides support, staff education and training, assistance in choosing a location, procurement of a fully equipped and visually designed work unit, work manual and detailed recipe book, and comprehensive logistical support (procurement and delivery of raw materials to the site).

1

Support and expert guidance

2

Staff education and training

3

Help with choosing a location

4

Procurement of a fully equipped and visually designed work unit

5

Work manual and detailed recipe book

6

Comprehensive logistical support (procurement and delivery of raw materials to the site)

Are you interested in our turnkey

business opportunity?

Get in touch: +385 98 320 087





FISH DELISH is an established brand with an expected quick return on investment because...

- 1
- 2
- 3
- 4
- 5
- 6

PROVIDED SUPPORT AND PROFESSIONAL GUIDANCE

By purchasing the FISH DELISH franchise, you become part of our business family. You will not be heading on this journey alone - everything you will experience, we have already experienced. We will be happy to share our advice on what to look for and how to respond to individual challenges.

We have your back - we have prepared educational materials for you and guarantee personal support at every step of the way.

Upon completion of the franchise opening process, you will have a fully completed facility with the appropriate equipment, with everything necessary to start a business. Along with detailed instructions related to all the processes you will encounter (from opening the facility, preparing food, to closing and cleaning), you will also receive our recipe book which will describe in detail the procedures related to the preparation of each dish.

We will be ready to answer any of your questions and concerns with detailed instructions and provide you with constant support in your work.

MANDATORY STAFF EDUCATION

Our franchise model offers staff training which in turn allows you to get your business started relatively quickly. All franchisors who sign a franchise agreement must successfully complete the franchise training within 14 days. Training and knowledge transfer takes place in the period after the purchase of the franchise and before the official opening of the storefront. The franchisor is required to successfully complete the training program regardless of whether they will eventually have a store manager or not.

REDUCED RISK OF BUSINESS FAILURE

Due to the education and professional support we provide and due to standardized processes and procedures, the risk of business failure is far lower than if you were to start a new business story. The advantages of entering the entrepreneurial waters by purchasing a franchise, as opposed to an independent business, are numerous: work with a well-known brand, use of the most efficient business model that has been tested, assistance in choosing a location, assistance in selecting and training employees, and in all technical and organizational aspects of the FISH DELISH business.

QUICK RETURN ON INVESTMENT

The FISH DELISH franchise has the potential for an extremely quick return on investment due to a well-designed system that guarantees education, support, and professional guidance at all times, thus reducing the risk of business failure due to standardized and proven efficient business processes.

Our franchise enables the franchisee to grow and develop the business quickly with low amounts of committed capital. A franchise also means that the franchisee gets security, defined costs, support, and a well-coordinated system which is **a great investment opportunity, with proven results and a quick return on investment.**

Interested in learning more about our franchise? Are you ready to become "your own boss"? Contact us at info@fish-delish.com

A group of people are gathered at an outdoor bar or restaurant at night. The scene is illuminated by warm, yellowish lights, likely from the bar's interior or streetlights. In the foreground, several people are seen from behind, looking towards the bar. One man in the center is wearing a dark sleeveless shirt, while others are in light-colored t-shirts. A woman with long hair is visible on the right. The background shows more people seated at tables, some holding drinks. The sky is dark with some clouds, and there are trees and buildings visible in the distance.

BECOME YOUR OWN BOSS!

Do you have a great desire and will to work and advance in business, but perhaps lack ideas and experience?

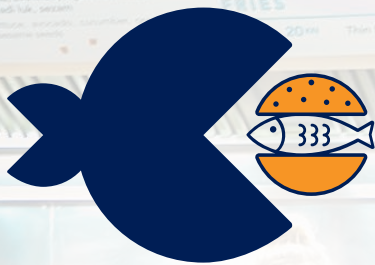


You don't know where to start, what products to sell or even where to get them?
No worries, FISH DELISH is here to provide you with all the support you need and share
with you our tried and tested knowledge!
Contact us with confidence and let's embark on a new business adventure together!



WHAT DO YOU GET WITH A FISHDELISH FRANCHISE?

- ☛ rights to the FISH DELISH brand
- ☛ location verification
- ☛ management manual and recipe book
- ☛ brand standards book and visual communication design standards book
- ☛ staff and management training
- ☛ logistical support (procurement and delivery to the location of all necessary raw materials)
- ☛ marketing support
- ☛ support during operations



**Our business model is an
ideal opportunity to feel like
a fish in water!**

LOCATION, SPACE & CUSTOMERS

LOCATION

- All tourist places and cities and all inland cities with more than 50,000 inhabitants
- Ideal locations are the waterfront, city center, beaches, or airports - high-frequency locations
- Parking availability is optional
- Recommended high visibility location and direct entry/access
- It is desirable to have an ATM, bar, tourist information office, or a place where local events are held near you.

SPACE

- The minimum land area required is 15 m²
- The recommended area for the terrace accompanying the storefront is 50 m², ideally 80 m²
- The storefront must be designed as a stand-alone unit or a designed shipping container
- Recommended location has high visibility and direct entry/access
- The franchise manual provides instructions on landscaping and defines the final look of the space according to the architect's design





CUSTOMERS

FISH DELISH customers belong to various groups: from tourists, business people to families with children. Anyone who wants to relax in a pleasant atmosphere and eat delicious fish-based dishes without a fancy dress code. Our customers are ready to try something new, they are adventurous, they follow social media networks, and have a habit of eating something “on the go”.

They are also tourists who are familiar with the street food concept and are interested in the innovative preparation of traditional foods (fish).

Whether it's brunch, a romantic date, or a Sunday family lunch - our doors are open.

- Average age: 18 - 50 years
- Average customers mostly belong to the upper-middle-class

Do you have a location in mind? Request a free evaluation of the space by email: info@fish-delish.com or call us: +385 98 320 087

INVESTMENT & SHARE

EXPECTED INITIAL INVESTMENT

	MINIMUM	MAXIMUM
Franchise entry fees	7.500 €	10.000 €
CapEx sales facility	35.000 €	45.000 €
Transportation costs	500 €	15.000 €
First order cost	500 €	1.000 €
Cost of in-stock goods	300 €	2.000 €
Promotional opening costs	1.000 €	3.000 €
Various small expenses	1.000 €	3.000 €
Reserve capital - 3 months	5.000 €	10.000 €
EXPECTED TOTAL	50.800 €	89.000 €

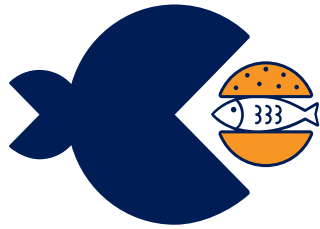
FRANCHISE SHARE

	MINIMUM	MAXIMUM
Royalty Fee	5,5%	5,5%
Marketing Fee	0%	0%

Do you have any additional questions? Contact us today!

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Are you the **IDEAL CANDIDATE** for a **FISHDELISH** franchise?



FISHDELISH

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The ideal FISH DELISH franchise partner is an energetic and charismatic entrepreneur with a desire to bring a new concept to the existing market in order to launch and build a successful brand.

The love of changing the world and moving things forward is a key characteristic of the ideal FISH DELISH franchisor.

It is desirable, but not necessary, to have experience in the food business, whether in catering or retail.

IF YOU ARE A PERSON WHO:

- is highly motivated
- is responsible
- is good at networking and gaining new contacts
- is motivated to create a sustainable business with long-term success
- knows how to say "no" in a given situation
- has great organizational skills
- likes to motivate their employees
- knows how to please end-users
- knows the local market
- develops ideas and thinks outside the box
- can react quickly to change by making new commercial decisions
- knows how to make strategic decisions
- knows how to manage
- has a desire to change and change things and the world for the better

...you are the ideal franchise partner
of the **FISHDELISH** brand!

**BUILD YOUR SUCCESS
ON A PROVEN IDEA AND
AN ESTABLISHED BRAND,
WITH A QUICK RETURN
ON INVESTMENT!**

The road to a successful business is paved with numerous challenges and beginner mistakes. Take advantage of our experience and skip the wrong steps!

From making the initial decision to its realization, in a very short time, you will become your own boss and run a successful and established business.





FOLLOW OUR TIPS AND INSTRUCTIONS FROM THE PURCHASE AND SET UP OF THE STOREFRONT ITSELF TO THE ESTABLISHMENT AND RUNNING OF THE BUSINESS!

With our experience and support, we offer you a fully equipped storefront that is ready to go, as well as standardized manuals and instructions on operational business processes.

Do you have an idea for the location? Give us your suggestion and we will help you with the final choice.

After choosing the perfect location, all you have to do is complete our training and you are ready to lead your very own FISH DELISH unit!

Simple, fast & safe

WHAT DOES THE PROCESS LOOK LIKE?

Step

01#

Inquiry,
consultation

Step

02#

Submission of
completed franchise
questionnaire

Step

03#

Credit check

Step

04#

Phone
interview

Step

05#

Confidentiality
agreement

Step

06#

Investment plan,
profitability forecast

Step

07#

Second phone
call to address any
questions, if any

Step

08#

Confirmation of
further interest

Step

09#

Franchise contract,
trademark license
agreement, preliminary
agreement

Step

10#



HOW LONG DOES THE PROCESS TAKE?

The whole process from site selection and training to job placement takes 4 to 6 months.



Your next step

If you are interested in establishing a FISH DELISH franchise business, contact us with confidence.

We are at your disposal to answer any questions and provide detailed explanations.

CONTACT

FISHDELISH

Phone: +385 98 320 087

Email: info@fish-delish.com

