



FISHDELISH

just fish, fries & fun

FISH DELISH™

FRANCHISE BROCHURE

www.fish-delish.com

info@fish-delish.com

**A FRESH REVOLUTION IN
SEAFOOD STREET FOOD**



FAST, TASTY AND HEALTHY:

A Revolution in Seafood Street Food

Fish Delish™ brings a contemporary street food concept based on premium fish and modern gastronomic habits. It is a clearly defined and recognizable concept that gives fish a new place in everyday nutrition – fast, simple, and without compromise when it comes to taste and quality. In a segment with very little direct competition, Fish Delish™ stands out with innovative recipes and a strong visual identity.

The brand philosophy is simple: premium-quality fish, minimally processed, combined with Mediterranean-inspired sauces and soft, buttery buns. The dishes are designed to be visually appealing, rich in flavor, and ready to serve in just 3 to 5 minutes.

Standardized processes, pre-prepared components, and efficient work organization enable a capacity of up to 50 orders per hour with only four employees, with exponential growth for each additional employee.

Fish Delish™ is a franchise model of high operational efficiency and attractive profitability. With simplified processes, strong franchisee support, and a proven business system, a stable foundation is created for a fast return on investment and long-term sustainable business.

FISH DELISH™

Street food based on innovative fish dishes

Fish Delish™ is a contemporary street food and fast-casual concept that places fish at the center – in a simple, fast, and creative way. Innovation and quality are the foundation of everything we do, from ingredient selection to the final presentation of dishes.

Thanks to clearly defined work processes and well-organized ingredient preparation, the concept is extremely operationally efficient and adapted for take-out and “on-the-go” consumption.

Fish Delish™ functions equally well in city centers, tourist zones, on beaches, in parks, or in shopping centers.

Do you want to be part of a franchise system that continuously grows and develops?

Contact us today.

+385 98 320087

info@fish-delish.com



FISH DELISH™ - Our Offer

The dishes are designed to be visually attractive, rich in flavor, and adapted for “on-the-go” consumption or relaxed enjoyment on a terrace. Thanks to clearly defined work processes and well-organized ingredient preparation, preparation is fast and operationally efficient, without compromise when it comes to quality.

Our offer is based on:

- premium-quality fish
- original recipes developed in-house
- carefully balanced, Mediterranean-inspired sauces
- fast and simple final preparation

The Fish Delish™ offer is continuously evolving and adapting to contemporary eating habits.

In addition to recognizable fish burgers, sandwiches, and street food classics reinterpreted with fish, the menu is expanded with new combinations, seasonal suggestions, and lighter options that suit the fast-casual format and the growing demand for high-quality but accessible meals.

Inspired by global gastro trends, Fish Delish™ dishes attract at first glance and encourage repeat visits through flavor. The original concept of combining basic ingredients in a different way makes Fish Delish™ a recognizable and easily memorable brand on the market.

Burgers



Fish Dogs



Tortillas





A bowl of salad featuring chickpeas, olives, sliced tomatoes, a poached egg, and a drizzle of dressing.

Salads



A bowl of pasta topped with shrimp, vegetables, and a drizzle of sauce.

Pasta



A basket of fries and tempura, served with a dipping sauce.

Classics



A salmon sandwich topped with a poached egg, tomatoes, and vegetables, served on a wooden board.

Brunch



Growth Driven by Results

The brand was founded in 2020 on the island of Murter with a clear idea: to reinterpret fish and bring it closer to guests' everyday eating habits through a modern, accessible, and visually attractive format. Already in 2021, the development of the franchise model began, and in a short period of time Fish Delish™ established itself as one of the fastest-growing seafood street food concepts in the region, with continuous expansion of its location network.

Today

- 118+ active locations
- presence on the U.S. market
- excellent business results in Croatia
- in just 5 years, Fish Delish™ has become **the fourth hospitality brand in Croatia by number of opened units**

Next Phases of Growth

- strengthening presence in existing markets
- expansion into new European and Middle Eastern markets
- regional expansion through master franchise models
- continued internationalization of the business with clearly defined legal and operational frameworks
- continued development in the U.S.

Vision for the Future

- development of a unique, internationally relevant seafood fast food brand
- global leader in the seafood QSR segment

Why **FISH DELISH™** in today's market?

The fast food market today is highly saturated with classic concepts such as burgers, chicken, pizza, and sandwiches. Although demand for fast food is increasing, the offer largely relies on the same formats and the same ingredients.

In the seafood segment, the situation is the opposite. The offer is most often limited to sushi or classic fish & chips, while specialized seafood restaurants are frequently either financially or conceptually inaccessible to a wider audience. This creates a clear market gap.

Fish Delish™ responds precisely to this gap. As an innovative, accessible, and visually attractive street food concept, it brings fish in a fast, healthier, and contemporary form, adapted to modern consumption habits.

**Are you interested in what business within
the Fish Delish™ franchise system looks like?**

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In the European Union, **30–40% of total out-of-home food consumption** falls within the QSR segment.

People today eat faster and more often "on the go."

Demand for healthier and more diverse options is continuously growing.

The offer of seafood QSR concepts remains extremely limited.

Key reasons for success:

- **saturation of the classic fast food market**
- **lack of fast and healthier seafood options**
- **growing demand for high-quality but affordable meals**
- **strong, recognizable, and visually attractive brand**

Fish Delish™ makes fish accessible to a wide range of consumers, with the added value of a positive impact on health and everyday eating habits.

Clear Advantages of the Franchise Model

As a franchise, Fish Delish™ stands out through the combination of a clearly defined market niche, a simple operational model, and a strong, recognizable brand.

Key advantages:

- very little or no direct competition
- fish as a healthy and increasingly sought-after alternative to classic fast food
- simple sourcing of raw materials and stable availability
- small number of employees with high performance
- low operating costs
- take-out-friendly operating system
- standardized processes that reduce the risk of beginner mistakes
- portioned and fully prepared fish for fast preparation – no cleaning, no waste, just a premium experience on the plate

Fish Delish™ is designed as a cost-effective QSR model that enables high efficiency, cost control, and a faster return on investment.

Elevate your dining
experience and taste
the future of seafood!





OPERATING MODEL AND SUPPORT

A proven system, step by step

The path to a successful business is often filled with challenges and costly mistakes. The Fish Delish™ franchise model was developed precisely to enable franchisees an easier path to a stable and well-established business.

The franchisee receives:

- rights to the Fish Delish™ brand
- a detailed operations manual
- a recipe book
- a brand standards and visual communication book
- location verification
- complete architectural and design concept solutions
- staff and management training
- logistics and procurement support
- marketing support
- continuous professional support during operations

All processes, from procurement of equipment and space fit-out, through dish preparation, to closing the unit at the end of the day, are clearly defined and standardized.

EDUCATION AND KNOW-HOW

Fish Delish™ is an established franchise brand that bases its growth and business predictability on knowledge, experience, and clearly structured support for franchisees.

By purchasing a Fish Delish™ franchise, you become part of a system in which nothing is left to chance – all key steps have already been taken and translated into a proven business model.

All future franchisees are required to complete a **ten-day Fish Delish™ training program**, which is conducted prior to the official opening of the unit.

Training is mandatory regardless of whether the franchisee personally manages the business or appoints a manager, as first-hand understanding of the system represents the foundation of a successful franchise relationship.

The education program is designed to enable fast and secure onboarding and covers all key business segments:

- operational processes and work organization
- dish preparation according to brand standards
- cost management and fundamentals of profitability
- sales and customer experience
- marketing and application of brand standards

WHERE PREMIUM SEAFOOD
MEETS MODERN STREET FOOD -
FAST, SIMPLE AND FULL OF FLAVOR.





LOCATION

Where does Fish Delish™ perform best?

The Fish Delish™ concept was developed to function in various urban and tourist environments, with an emphasis on high foot traffic, visibility, and easy access. Locations are evaluated according to clearly defined criteria that ensure optimal operating conditions. Fish Delish™ units can be located in all tourist destinations and cities, as well as in inland cities with more than 50,000 inhabitants.

Ideal locations are those with high pedestrian traffic, such as waterfronts, city centers, beaches, and airports. Parking spaces are not mandatory, while **high visibility of the unit and a direct entrance or access** are key success factors.

An additional advantage is represented by locations near bars, restaurants, shops, and other places where larger numbers of people gather, as they naturally generate traffic and guest dwell time.

Do you see potential for the Fish Delish™ concept at your location?

Contact us:

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TYPES OF FRANCHISE UNITS

Fish Delish™ concept is adaptable to different locations and markets.

Available formats:

- **Mobile/Standalone unit** – ideal for squares, promenades, parks, and beaches
- **Store unit** – city locations and tourist centers
- **Store Food court / mall unit** – shopping centers

The concept can be adapted to smaller spaces (30–40 m²), while for the store format an area of around 100 m² is considered optimal, opening up a wide range of market opportunities.



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Mobile Unit



Store Unit



Store Food Court Unit



Mobile / Standalone Unit

Public spaces, promenades, and open locations

The Standalone Fish Delish™ unit is designed as a designer-fitted container in line with the brand's visual identity. The minimum size of the container itself is 15 m², while additional capacity and a more comfortable customer experience are achieved through a terrace. The recommended terrace size is approximately 50 m², with an area of around 80 m² considered ideal.

This format is particularly suitable for locations with high foot traffic and open spaces where the focus is on fast service and "on-the-go" consumption.

The Mobile Fish Delish™ format is intended for flexible locations and temporary setups and requires the availability of additional storage space in the immediate vicinity, with a minimum area of 10–12 m². The ideal terrace size for this format ranges between 30 and 50 m², depending on the location and expected guest traffic.

The fit-out is based on the conceptual design developed by the Fish Delish™ team's architect, created in accordance with the franchise manual and adapted to the specific conditions of each location, ensuring a consistent brand standard.





Store Unit

City locations and tourist centers

Store Fish Delish™ units are intended for urban and tourist locations and enable stable operations, depending on seasonality and market characteristics. The minimum interior area starts at 25 m², and for smaller spaces an additional terrace is recommended in order to increase capacity and improve the quality of the customer experience.

For optimal functionality and long-term growth, spaces with a total area between 80 and 120 m² are considered ideal, as they allow for clear separation of the kitchen, storage, and sanitary facilities, with the possibility of integrating a terrace.

A terrace is not mandatory but represents significant added value, with the recommended size ranging from 15 m² to 80 m², depending on the location and guest traffic.

As with other formats, the emphasis is on high visibility of the unit and a direct entrance or access for guests.

The fit-out is based on the conceptual design developed by the Fish Delish™ team's architect, created in accordance with the franchise manual and adapted to the specific conditions of each location, ensuring a consistent brand standard.



Store Food Court / Mall Unit

Shopping centers and enclosed commercial spaces

The Fish Delish™ Food Court / Mall unit is intended for operations within shopping centers and other enclosed commercial spaces with constant visitor flow.

This format relies on clearly defined processes, fast service, and the brand's recognizable visual identity.

The space is adapted to the conditions and standards of the shopping center, with an emphasis on high visibility within the food court zone and direct access for guests.

The fit-out is based on the conceptual design developed by the Fish Delish™ team's architect, created in accordance with the franchise manual and adapted to the specific conditions of each location, ensuring a consistent brand standard.

CUSTOMERS

Fish Delish™ attracts a diverse group of customers – from tourists and business professionals to families with children – united by the desire for a high-quality, fast, and tasty meal in a relaxed atmosphere.

Our guests appreciate good food without formality, simplicity, and practicality, whether it is a meal “on the go” or a short stay.

These are customers who are open to new flavors and concepts, who follow contemporary gastro and lifestyle trends and are active on social media. Tourists recognize Fish Delish™ as a contemporary interpretation of a traditional ingredient – fish – adapted to today’s consumption habits.

Customer profile

- average age: 18–50 years
- predominantly upper-middle-class consumers

Would you like to assess whether the Fish Delish™ franchise fits your business plans?

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INVESTMENTS & FEES

ESTIMATED INITIAL INVESTMENT

	STANDALONE	STORE
Initial franchise fee	20.000 €	20.000 €
Sales unit CapEx	35.000 - 45.000 €	45.000 - 130.000 €
Terrace cost	0.0 - 30.000 €	0.0 - 30.000 €
Transportation costs	1.000 - 5.000 €	0.0 €
First order cost	3.000 €	3.000 €
Opening promotional cost	500 - 3.000 €	500 - 3.000 €
Miscellaneous minor costs	2.500 - 5.000 €	2.500 - 5.000 €
Reserve capital – 3 months	5.000 -15.000 €	5.000 -15.000 €
ESTIMATED TOTAL	67.000 - 126.000 €	76.000 - 206.000 €

FRANCHISE FEES

	STANDALONE	STORE
Royalty Fee	5,5%	5,5%
Marketing Fee	included	included

Do you have questions?
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Are you **THE IDEAL CANDIDATE** for a **FISHDELISH™** franchise?

Fish Delish™ is looking for partners who are not just seeking a job, but an opportunity to build a sustainable business within a strong and recognizable brand.

The ideal franchisee is an energetic and charismatic individual with an entrepreneurial mindset, ready to take responsibility and actively participate in the development of their business.

This is a person who wants to introduce a new, contemporary concept to an existing market and build a team around them that shares the same values – quality, professionalism and customer focus.

If you are a person who:

- is highly motivated and goal-oriented
- approaches work and decision-making responsibly
- naturally builds relationships, networks, and creates new contacts
- thinks long term and wants to develop a sustainable business
- knows how to set boundaries and make clear decisions in challenging situations
- has strong organizational skills
- enjoys working with people and motivating their team
- understands the needs of end users and knows how to provide them with a high-quality experience
- is familiar with the local market and its specific characteristics
- is open to new ideas and thinks beyond established frameworks
- adapts quickly to change and makes commercially sound decisions
- is capable of strategic thinking and managing administrative responsibilities
- has a desire for positive change and development

...then you are the ideal franchisee for the **FISHDELISH™** brand.

Previous experience in the food business, hospitality, or retail is an advantage but not a requirement. The Fish Delish™ system provides education, support, and clearly defined processes that enable a secure entry into the business and long-term success.

WHAT IS THE PROCESS OF JOINING THE FISH DELISH™ FRANCHISE?



The process of entering the Fish Delish™ franchise system is designed to be transparent, logical, and guided step by step. From the first contact to the signing of the agreement, the entire process follows a clear structure and continuous support from our team.

Step 01 Inquiry and Consultations

The process begins with submitting an inquiry and initial consultations, during which we get to know your interests, expectations, and basic information about your planned entry into the franchise.

Step 02 Submission of the Franchise Questionnaire

After the initial contact, the franchise questionnaire is completed, allowing us to better understand your business profile, experience, and potential for cooperation.

Step 03 Creditworthiness Assessment

At this stage, a basic assessment of financial readiness is conducted to ensure stable and long-term sustainable operations for both parties.

Step 04 Phone Interview

A phone interview follows, with the goal of further familiarization, information exchange, and clarification of all important aspects of the franchise relationship.

Step 05 Confidentiality Agreement

By signing the confidentiality agreement, the possibility is opened for a detailed review of the business model, financial projections, and operational data of the Fish Delish™ franchise.

Step 06 Investment Plan and Profitability Forecast

Based on the collected information, an investment plan is prepared with a cost estimate and profitability forecast, tailored to the specific unit type and location.

Step 07 Second Phone Call

In this step, we go through the investment plan, answer additional questions, and clarify any remaining uncertainties before making a final decision.

Step 08 Confirmation of Further Interest

If both parties are satisfied with the proposed terms, confirmation of further interest and readiness to enter the final phase of the process follows.

Step 09 Pre-Contractual Documentation

Preliminary documentation is provided for review, including the franchise agreement, trademark license agreement, and other relevant documents.

Step 10 Contract Signing

The final step marks the formal beginning of the partnership. By signing the agreement, you become part of the Fish Delish™ franchise system and preparation for the realization of your business begins.

HOW LONG DOES THE PROCESS TAKE?

The process of entering the Fish Delish™ franchise system is designed to be efficient yet thorough.

From the moment a location is selected and the necessary preparations are carried out, through education and training, all the way to full operational launch, the entire process typically takes between four and six months.

The timeline may vary depending on the type of unit, location availability, and implementation dynamics, and in certain cases may take longer, primarily due to the duration of procedures for obtaining all required construction and operating permits, as well as the speed of construction works, which are not directly influenced by the franchisor.

Throughout the entire process, the franchisee is provided with clear guidelines, defined steps, and continuous support from the Fish Delish™ team.

TERM OF THE AGREEMENT

The franchise agreement is concluded for a period of **10 years**, providing the franchisee with stability, security, and a long-term business perspective.

Upon expiration of the initial contract term, the agreement may be **automatically extended for an additional 10 years**, provided that all agreed standards, obligations, and rules of the Fish Delish™ system have been met.

This enables business continuity and further development within an established and recognizable brand.





YOUR NEXT STEP

Fish Delish™ is an established brand with proven results, a growing network of locations, and a clear vision for further expansion in Croatia, the EU, and beyond.

If you are looking for:

- a proven business model
- a market niche with strong potential
- strong support and a clearly structured system

**Fish Delish™ is your next
BIG OPPORTUNITY.**



We are at your disposal for any questions and detailed explanations.

CONTACT

FISHDELISH

Phone number: +385 98 320087

Email: info@fish-delish.com



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