

FISH DELISH

just fish, fries & fun

FISH DELISH

YOUR NEXT BIG CATCH IN FRANCHISING

PITCH DECK

About Fish Delish

a fresh revolution in seafood street food

- seafood in the form of modern street food
- low market competition
- top quality fish + sauces from our own recipe + delicious pastries = innovative, tasty and visually attractive dishes from original recipes
- quick preparation of dishes, low operating costs and an established business model ready for expansion
- catchy name and memorable logo

Timeline

TODAY

16 locations
presence in the US
further business development
excellent results in Croatia
in just 5 years, the 4th catering
brand that serves food in HR by
the number of opened units

NEXT

further development in the Republic of
Croatia and the EU
(in the Republic of Croatia, 2 new locations
were agreed upon for 2026.)
expansion in the region, negotiations for
master franchises for Bosnia and
Herzegovina, Montenegro and Serbia,
negotiations with Georgia
continuation of development in the USA,
FDD and franchise agreement drawn up,
cooperation with the development agency
AFI, marketing preparation is being
completed, we are starting the sales
process

FUTURE

global leader in QSR
for fish fast food

Why Fish Delish is a good franchise choice

Little or no competition

Healthy - one of the few fast food concepts that can be associated with healthy food

Easy procurement of fish raw materials - most of the world procures fish raw materials from the same sources, ensuring stable and easy availability

Low cost model - few employees, high output - minimal costs, maximum efficiency

Zero waste - biodegradable packaging, reduced waste

Ready to eat meals

Quick food preparation, quick and easy food processing
less experienced workforce required

Take-out friendly system

Why Fish Delish in today's market?

Fast and street food market saturated
(burgers, pizza, kebab)

Fish offer limited - sushi, fish&chips - narrow offer, fish and
chips restaurants - inaccessible

Missing a quick and healthy fish option

Fish Delish - innovative, affordable and original

Fast customer service

Recognizable, visually attractive brand

Gap in the market = big opportunity

Fish as a food available to a wider range of customers
good health effect

Types of franchise units

Store Food Court Unit



Store Unit



Mobile Unit

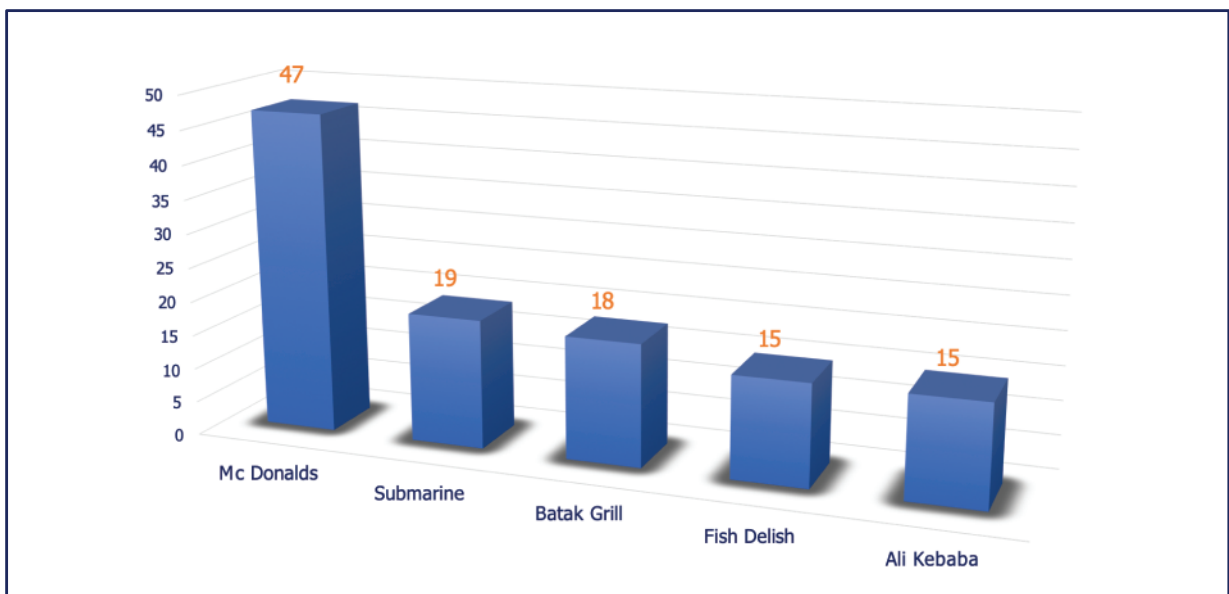


Store Food Court Unit



Market in Croatia

Top 5 restaurant chains in Croatia by number of branches in Croatia



Global trends

The fast food sector is growing due to the decline in consumer purchasing power.

Tourist overnight stays and arrivals do not register a decline, which further stimulates demand.

Fast food is emerging as a cheaper and more affordable alternative to traditional restaurants

Market opportunity

The share of food consumption in QSR in the EU is about 30–40% of total food consumption outside the home

People eat quickly today – less time for classic meals

Demand for healthy and diverse options is increasing

Lack of fish QSR options on the market

Fish Delish offers an innovative and sustainable solution



THANK YOU

Have a
delish day!

Stefano Petrović
founder and CEO

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