

## Winner of free Fish & Chip Co franchise announced

The Fish & Chip Co has selected a winner from the more than 173 entrants who paid their R100 000 refundable joining fee during the competition period 1 February to 31 October 2012 to win a free franchise worth R500 000. The winner is Francois Beetge, the proud new owner of his third franchise.



After signing a franchise agreement, Beetge will be assisted with site selection, provided a fully constructed and workable franchise outlet complete with relevant shop specification, as well as R15 000 worth of initial marketing.

Beetge says that it was never about the competition as he and his wife, Celeste put down their deposits to open two stores in Strand and Eerste Rivier, Western Cape earlier this year, so it was a surprise to be announced as one of the five finalists and a blessing to have won the lucky draw.

"We firmly believe in the brand and are excited about the opportunities that the franchise has to offer. Both our stores will be opening on 1 December, while the store that we have just won, will open up in February next year to allow us time to focus on our newly established stores first," he says.

Taste Holdings Food Division CEO, Christo Calitz, adds, "On behalf of the franchise, I would like to congratulate them on winning this competition. Undoubtedly, they will make full use of this exciting opportunity and create a thriving and sustainable franchise that will not only benefit their personal business ambitions, but add considerable long term value to our growing franchise."

"The number of entrants firmly indicates that there is considerable interest in the franchise and that we offer a competitive and lucrative business model for emerging entrepreneurs."