



CAPTAIN HADDOCK'S

FRANCHISE PROSPECTUS



OUR HISTORY

Captain Haddocks: where modern meets tradition. A time-old cuisine of fish fried to perfection and succulent golden chips.

A banging plate of fish and chips doesn't just happen by chance. Here at Captain Haddocks, we pay attention to detail to ensure a great product cooked with passion and purpose and most importantly served with a smile.

We are proud to serve haddock caught in ice cold North Atlantic water where fishing grounds are carefully managed to ensure sustainability. Our fish is then cooked fresh to order in our original recipe batter for the crispiest battered fish.

Our meals are served with the finest British potatoes prepared onsite daily and guarantee a tip top taste.

Customers at our 24 seater restaurant can book in advance or simply pop in store to enjoy your dining in or out experience at Captain Haddocks.



WHY CHOOSE **CAPTAIN HADDOCK'S** AS A FRANCHISE

Captain Haddock's is one of the UK's most iconic fish and chips brands. It has great potential available, from major tourist towns and major cities. All Individual or multiple site agreements available.

Captain Haddock's reputation is built on great quality food which is cooked fresh on site.

Significant investment from the brand has reinvigorated the brand.

Our dedicated Franchise support team will help you with the following:

Arrange your Initial Training.

Provide Pre-Opening Support.

Support you with regular business reviews and we will provide you with quality marketing and promotional support to help you grow your brand.

We will be delighted to discuss all the financial aspects of becoming a franchisee of Captain Haddock's.

NEXT STEP

1. Contact The Captain Haddock's Franchise Team.
2. Discuss And Agree Potential Territory To Research.
3. Present Business Plan To The Franchise Team For Approval.
4. Secure A Site For Your Captain Haddock's Fish & Chips Shop.
5. Secure The Territory With A Franchise Agreement Or Via A Refundable Deposit.





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Design & Print By: Prestige Designz