



British fish-and-chips concept launching franchise program

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Delaware-based go brit! fish + chips, which features British comfort food in a Euro-style décor, is now offering franchise opportunities to the eastern portion of the U.S., according to a company press release.

The menu offers authentic "chippies" (otherwise known as fish-and-chips shops), which are popular in the UK, and is a unique, high-quality departure from the growing and highly competitive list of American fast casual restaurants that concentrate on more typical burgers, pizzas, Mexican offerings, subs and salads, said J. Sharoff, CEO of FranPoint, the company helping the concept launch its franchise program.

"The go brit! franchise fills a culinary niche in the fast casual segment. We believe we can parlay the success of the 'better burger' segment by taking a menu item popular in the casual dining and 'pub grub' segments and offering a better product in this limited-service format," Sharoff said.

Britain Alison Blyth, CEO of the go brit! franchise company, created the fast casual concept from her full-service go fish! restaurant in Rehoboth, which she started more than 12 years ago.

In 2012, she opened the first go brit! model in Lewes, Delaware, with a décor that pays tribute to iconic London buildings and has front doors replicated from British phone booths, according to the release.

"People in the U.S. have really embraced all things British, and that includes British cuisine," Blyth said. "We provide this British favorite prepared the right way, using all the right ingredients. Most people who try it become regular customers."

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