

# Thirteen Hartz Chicken outlets in M'sia by end of '98

PETALING JAYA, Mon. - Hartz Chicken Buffet, which offers Texas-style cuisine, will open another 10 outlets with an investment of about US\$10 million in Malaysia next year, said Hartz Chicken International chairman Budiardjo Tek, today.

There are now three outlets in Malaysia.

The first was opened in Kuching Sarawak, the second in Melaka and the third at the Sunway Pyramid Mall in Petaling Jaya.

All three are run by Hartz Chicken Buffet (M) Sdn Bhd, which holds franchise for Malaysia and Brunei.

The additional 10 outlets will be in place by end of 1998, he told reporters after the launch of the third outlet by minister of international trade and industry, Datuk Seri Dr Rafidah Aziz.

He said the annual average revenue for each of the outlets in Malaysia stood at between RM3 million to RM4 million.

"The response by Malaysians on the buffet style cuisine which focuses on chicken, is encouraging. That is

why we are coming in with the additional outlets," he said.

He added that Hartz Chicken was not competing with Kentucky Fried Chicken (KFC) and McDonald's, as the company's outlets had "secured its own set of customers."

Hartz Chicken Buffet patrons can choose from a variety of specially selected and prepared original Hartz menu from 270 recipes.

Hartz Chicken buffet was established more than 25 years ago in Southern Texas in the US with the name Hartz Krispy Chicken.

Over the years the chain developed in the US, Indonesia, Hong Kong and Malaysia.

Budiardjo, who is also president of PT Anwar Sierad Group, a Jakarta-based company, said the additional 10 outlets in Malaysia were part of an expansion programme which would also include 60 to 70 more outlets worldwide.

Budiardjo, who is also president of PT Anwar Sierad Group which is involved in among other things, food retailing, processing, restaur-

ant operating, poultry integrated and marketing and distribution, had bought the rights for Hartz Chicken from Hartz Chicken International for US\$5 million last year.

Currently, there are 50 outlets worldwide including in Indonesia, China and Hong Kong, he said, adding that the annual average turnover of Hartz Chicken Buffet outlets worldwide totalled about US\$2 million per outlet.

Budiardjo said eventually, in the very near future, the Sierad group will own 70 per cent of Hartz Chicken Malaysia.

Earlier, Rafidah in her speech said it was not necessary that only big companies with high turnover contributed to the country's economy, as small companies including food industries also played some roles in Malaysia's economy.

She said people would still patronise food outlets even if there was a slowdown in economy if operators could maintain food quality, environment and price. - Bernama