

# Hartz Chicken to expand



Margaret Sie

## 10 more outlets planned in next three years

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**KUCHING:** Fast-food buffet chain operator Hartz Chicken (M) Sdn Bhd is targeting 10 more restaurants in Malaysia in the next three years.

Executive director Margaret Sie said establishing more franchise restaurants would be the fastest way to expand its network.

"There are now six Hartz Chicken outlets - three each in the Klang Valley and Sarawak," she said yesterday.

Sie said the latest 177-seat franchise outlet, which opened in Medan Central, Bintulu, a week ago, was enjoying brisk business.

The company owns the other two restaurants here - in Sarawak Plaza Shopping Complex and at Jalan Satok.

Sie said EcoFirst Hartz Sdn Bhd, a subsidiary of public-listed EcoFirst Consolidated Bhd, which was awarded a franchise contract for the peninsula last year, was required to open at least six outlets in three years.

EcoFirst Hartz set up its first restau-

rant in The Summit, Subang Jaya, two months ago, and it has plans for more outlets in the Klang Valley. Hartz Chicken's two other outlets are in Berjaya Times Square and Sunway Pyramid.

"We are looking into appointing franchisees in Sibul, Miri, Kota Kinabalu and Brunei," said Sie.

Besides its speciality crispy and roasted chicken, the US-based Hartz Chicken buffet also serves hot vegetables and casseroles, salad, fresh fruit and hot soup, desserts and ice-cream.