

# Hartz Chicken plans more outlets

By ALEX YONG

HARTZ Chicken Sdn Bhd, which operates three *Hartz Chicken Buffet* outlets in Malaysia, will invest US\$10mil (RM30mil) to set up 10 more outlets in the country by the end of next year.

Hartz Chicken is a 70:30 joint venture between PT Sierad Produce and Lau Tiong Ing and family.

PT Sierad Group president Budiardjo Tek said: "We expect each outlet to contribute US\$2mil to US\$4mil a year," he said after opening its third outlet at the

Sunway Pyramid Mall in Bandar Sunway, Petaling Jaya.

Its other two outlets are sited in Kuching and Malacca.

The Jakarta-based PT Sierad Group, through its subsidiary PT Sierad Produce, is working towards becoming the largest Asian food franchise operator in two to three years.

Budiardjo said that this would be achieved through the operation of several restaurants like the *Hartz Chicken Buffet*, French cafe *La Brioch Doree* and pizza joint *Del Artel*.

PT Sierad Group is part of the

PT Anwar Sierad Group, which owns 54% of PT Sierad Produce. The latter is involved in poultry, food processing, fast-food and is also the franchise holder of Hartz Chicken International.

PT Sierad Produce bought 70% of the Texas-based Hartz Chicken International last year.

Last year, the PT Sierad Group achieved a turnover of US\$300mil.

Budiardjo also said an additional 60 to 70 outlets would be opened by the end of 1998 in the United States, Hong Kong, China, Indonesia and Taiwan, adding to

the existing 60 worldwide. Each outlet is expected to cost about US\$1mil to set up.

Explaining the restaurant's concept, Hartz Chicken marketing manager Paul Chia said: "Hartz Chicken Buffet is different from fast-food operators as it is a buffet restaurant.

"We offer chicken cooked in a variety of ways, hot vegetable buffet, bakery and a dessert section."

Dine-in guest can eat all they can for RM12.60 while take-away customers would be charged according to the items they choose.