



**FRESH FROM THE KITCHEN...** Hartz Chicken managing director Encik Lau Tiong Ing (second from right) checking on the food which is ready to serve to customers. PHOTOGRAPH: TH Lu

# Hartz Chicken opens new branch in Satok

By Christie Aili

**KUCHING** - Hartz Chicken (M) Sdn Bhd has again spread its wings with the official opening of its second buffet restaurant branch at Satok after its soft launching on June 9.

Located at Jalan Satok and meant to be the fourth franchise in Malaysia, the new Hartz Chicken branch is backed up with an investment of more than RM1million.

Hartz Chicken managing director Encik Lau Tiong Ing said the new restaurant covers an area of 304 sq feet and is capable of accommodating 120 diners at any one time.

Lau pointed out that Hartz has established itself long enough in Malaysia to be ready to start franchising itself in the country and with the opening up of the new branch, Hartz Chicken expects good response to its franchise programme.

Five years ago, Hartz Chicken faced a critical test with the opening of its first restaurant in Kuching worth more than RM 1.3 million at Sarawak Plaza.

'We received an overwhelming response and the restaurant is always packed with customers, especially over the weekends and at

dinner time.

'Seeing the bright potential of expanding the business, we then came out with the decision to open up the new Hartz restaurant at Satok so as to cater to our loyal customers from Satok and nearby areas.

'In fact, we see good potential in Kuching,' the general manager Cik Margaret Sia added.

Indeed, with the opening of the new branch, Sia added it would be able to cater for both sections of Kuching.

She stressed that Hartz Chicken is designed to emphasize efficient operation through innovation for the single and multi-unit owners alike.

'Here, we offer a wide selection of food at the most affordable price in a comfortable environment. Not only that, it also enables customers to make reservations for family gathering, company or annual dinner, birthday party, etc,' she added.

Despite the interior layout of the restaurant, both the new Satok Hartz and Sarawak Plaza Hartz Chicken restaurants follows the same concept of homely interior design.

At only RM13.90 per head,

Hartz Chicken restaurant offers its customers up to 40 different food variety everyday, with regular products include Krispy Chicken, Roasted Chicken, Hot Wings, Chicken Tenders, Hot Vegetables, Cold Salad, Casseroles and others.

There are wide selections of hot and cold beverages serve as well as Hartz self-service ice cream with a wide variety of topping and condiments.

With four restaurants throughout Malaysia, two in Kuching and Petaling Jaya and Malacca one each, Hartz Chicken has plans to open up branches in Klang Valley, Kota Kinabalu and Brunei Darussalam in the near future.

By the year 2003, Lau hopes to see Hartz Chicken expanding its franchise branches up to 15 restaurants. Lau revealed that last year alone, Hartz Chicken managed to record RM6 million in profits, its highest since it first started operations in 1995.

Originating from Southern Texas 28 years with the brand name Hartz Krispy, Hartz Chicken has spread its wings to China, Hong Kong and Indonesia.