

# Manhattan Fish Market rebrands

➤ Outlets get facelift, new menu with a twist

**T**HE Manhattan FISH MARKET (MFM) is currently embarking on a rebranding drive to rejuvenate 27 of its outlets across Malaysia.

The makeover showcases a refreshed brand look and feel with a brighter interior and more vibrant interior featuring fun lifestyle spaces to encourage diners to linger and enjoy their food.

The fresh new ambience is complemented by a new menu with a delightful twist.

Commending MFM on the rebranding effort was Deputy Minister of Domestic Trade and Consumer Affairs Chong Chieng Jen who attended a launch of one of MFM's fully-revamped outlet in Sunway Pyramid.

"They have been trailblazing the local food and beverage industry and have set a fantastic example for many other local businesses to emulate.

"This refreshed brand positioning is reflective of the changing consumer landscape and evolving needs of the younger, digitally-savvy generation," he said.

Dickson Low, CEO of Revenue Valley Sdn Bhd which owns and operates the MFM chain of restaurants, said MFM is entering a new phase, breaking into the fast casual dining segment and expanding its appeal to a more diverse audience.

"We want to appeal to families as well as millennials and Gen Z by providing seafood like never before.

"We will continue to build our reputation as the seafood experts and be synonymous with seafood.

"Our new set up and menu is intended to reflect the current palette and attitudes of our target segments towards food," said Low.

MFM's new menu includes hand-cut chips and six new variants of tartar sauces with garlic herb, curry, spicy grapefruit, lime, BBQ and spicy tartar to satisfy every taste bud.



Above From left: Malaysian Franchise Association (MFA) chairman Datuk Radzali Hassan, Manhattan Fish Market director Deric Yeo, Chong, MFA vice-president Datuk Zahriah Abd Kadir and Low with the latest selections.



Left: New on the menu, Fish 'n Chips with a twist.

Taking a step further in showcasing their expertise in seafood, diners can now choose how they want their seafood cooked from five different cooking methods - fried, poached, grilled, baked or flamed.

Recently, MFM added an interesting twist to the traditional fish and chips batter by introducing new flavours such as cream cracker crusted, cookie crusted and Mamee crusted batter.

Since its launch in Malaysia 17 years ago, MFM has built its reputation by serving up a storm with its wide variety of American-style seafood dishes in a warm and

casual dining environment.

The brand draws its inspiration from the reputable Fulton Fish Market in Manhattan, New York which was once located below the iconic Brooklyn Bridge.

The fully-revamped outlets are in Wangsa Walk Mall - the first outlet to be launched in Malaysia; Mid Valley, Sunway Pyramid and Setia City Mall. The rest of the outlets have undergone minor facelifts. All 27 outlets now feature self-service stations.

Revenue Valley Sdn Bhd also operates popular casual dining restaurants such as Tony Roma's and NY Steak Shack.