



SIMPLY THE FRESHEST!™

fishgrill.com

Aharon Klein

**Founder and Proprietor
Fish Grill™ Restaurants**

As far back as anyone can remember, Aharon Klein loved grilling. In fact, the idea for Fish Grill came to him in the 1980s while entertaining family and friends with his barbecuing skills in his West Los Angeles backyard. While he enjoyed all kinds of grilling, it was his fresh seafood, grilled over mesquite coals using the simplest seasoning, which gave him (and his guests) the greatest pleasure.

As more of his friends and family suggested he take his love for barbecued fish beyond his backyard fence, he started looking for a small storefront from which he could fuel his passion. He eventually settled on a 650-square-foot retail space on Beverly Blvd., close to his home. He named his small venture Fish Grill to capture the simplicity of his cooking style, and adorned it with vintage fishing photos and memorabilia reflecting an authentic fishing shanty.

That first Fish Grill on Beverly Blvd., three blocks west of La Brea, opened in 1986. A modest yet popular restaurant, it harkened back to a more authentic time when the fisherman was considered a local legend because of his heroic efforts to provide the freshest fish. Initially, Klein was responsible for all aspects of the operation, from building the first grill to serving behind the counter to waking up early to shop for the best, freshest seafood himself – a hands-on commitment that continues today.

Klein chose to specialize in what he knew best: different varieties of clean, delicious fish, including red snapper, white fish, trout, salmon, sea bass and ahi. He naturally applied the grilling requirements he had established for his guests in his own backyard: serve only the freshest fish, and prepare it with simple seasoning to let the succulent taste come through. "Sauces and marinades can disguise a less-than-fresh piece of fish, but if you grill it with light seasoning, it better be just-caught fresh."

(more)

Los Angeles

7226 Beverly Blvd.
Los Angeles, Ca 90036
323 937 7162

Brentwood

12013 Wilshire Blvd.
Los Angeles, Ca 90025
310 479 1800

Pico

9618 W. Pico Blvd.
Los Angeles, Ca 90035
310 860 1182

Malibu

22935 Pacific Coast Hwy
Malibu, Ca 90265
310 456 8585

Since then, Fish Grill has expanded to four restaurants, adding Pico Blvd. in Beverly Hills and Wilshire Blvd. in Brentwood in 2005, and Malibu in November 2008. The Beverly Hills store features a more updated version of the fishing shanty theme of the original, while the Malibu restaurant, located on Pacific Coast Highway opposite the Malibu Pier, offers views of the Pacific and pays homage to famous Malibu surfers from the past.

The Brentwood store, on the other hand, gave Klein the opportunity to plan for the future. Responding to requests from several L.A. property owners interested in Fish Grill, Klein consulted with Marc Lumer, a specialist in the design of fantasy and science fiction environments for film and TV. Designing a restaurant for the first time, Lumer approached the project as if Fish Grill was a movie set with a real story to tell. The result is a more spacious look that combines the authenticity and spontaneity of the original with a less-cluttered design that serves as a prototype for future Fish Grill locations.

As restaurants serving honest food at honest prices surge in popularity again thanks to the economy, Klein is considering opportunities to expand the Fish Grill formula to the San Fernando Valley, Orange County and even Las Vegas. But despite the success, he and his team remain loyal to the uncompromising standards, hard work and commitment to excellence that he developed in his backyard more than 30 years ago.

Klein lives with his wife and children in Los Angeles and remains active in a number of local nonprofit organizations.

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