



SIMPLY THE FRESHEST!™

fishgrill.com

Fish Grill™ Restaurants

FACT SHEET

What is Fish Grill?

Fish Grill™ is a growing family of authentic fast-casual restaurants in the Los Angeles area, specializing in multiple varieties of just-caught seafood, grilled on mesquite coals. From the original restaurant which opened on Beverly Blvd. in 1986, Fish Grill has grown into L.A.'s most popular destination for the absolute freshest fish and sides served in a comfortable, unpretentious setting, and at an affordable price.

What Makes Us Unique?

- **Fish Grill is the real thing.** Owner Aharon Klein opened the original Beverly Blvd. restaurant because he enjoyed entertaining family and friends with the freshest, mouthwatering backyard-grilled seafood. Not much has changed since then – other than the fact that his list of friends has grown to include much of Los Angeles, including celebrities, VIPs and locals who have a passion for fresh fish.
- **Fish Grill serves only the absolute freshest, just-caught fish.** In fact, owner Aharon Klein has developed a reputation for turning away fish suppliers that don't meet his uncompromising standards. If a certain variety of fish isn't available at the peak of freshness, he will simply take it off the menu.
- **Fish Grill lets the taste of fresh, mesquite-grilled seafood speak for itself.** Instead of sauces and marinades, Fish Grill chefs use only light seasoning to bring out the extraordinary taste.
- **Fish Grill reflects a simpler, friendlier time when the local fisherman was king.** Fish Grills are reminiscent of 1880's fishermen shanties in Monterey, Cape Cod or the Florida Keys.

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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

History of Fish Grill:

- The idea for Fish Grill came to Aharon Klein in the 1980s while delighting family and friends with **fresh-grilled seafood served at the beach and in his Los Angeles backyard**. He loved all kinds of grilling, but it was his fresh seafood, grilled over mesquite coals with the simplest seasoning, that gave him (and his guests) the greatest pleasure.
- As more friends and family suggested he take his passion 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., three blocks west of La Brea. He named it Fish Grill to capture **the simplicity of his passion and cooking style**, and adorned it with vintage fishing photos and memorabilia reflecting an authentic fishing shanty.
- After steadily growing the Beverly Blvd. store through **years of hard work and dedication**, Aharon opened a second Fish Grill on Pico Blvd. in Beverly Hills in 2005 to satisfy demand from folks living further west. The Beverly Hills restaurant features a more updated version of the fishing shanty theme of the original. Not long after it opened, Fish Grill Beverly Hills becomes a preferred lunch destination (and source of catering) for employees from the nearby 20th Century-Fox studio lot.
- Fish Grill continues to grow in **word-of-mouth acclaim and popularity**. After receiving requests from several L.A. property owners interested in Fish Grill, Aharon consulted with Marc Lumer, a neighbor working as a freelance artist for Warner Bros., Disney and Dreamworks. Marc, a specialist in the design of fantasy and science fiction environments, had just designed the background for the new Superman animated TV series. Although he had never designed a restaurant before, he approached the project as if Fish Grill was a movie set with a real story to tell. The result was a more spacious look that combines the authenticity and spontaneity of the original with a bold design that could serve as a prototype for future Fish Grill locations.
- The first Fish Grill to feature the new intentional design opened in 2005 on Wilshire Blvd. in Brentwood, which also doubles as the first Fish Grill located in a retail center. It blends Fish Grill's ubiquitous vintage fishing photos with hand-painted floor and wall murals to give the new restaurant **an instant sense of history**.
- **Fish Grill officially reached the Pacific** with the August 2008 opening in Malibu. The first Fish Grill restaurant situated outside the City of Los Angeles, Fish Grill Malibu is located on Pacific Coast Highway opposite the Malibu Pier. As a tribute to the beachside location, Aharon substitutes vintage photos of famous Malibu and Los Angeles County surfers for the fishing photos and memorabilia found at other Fish Grills.

Fish Grill Fun Facts: **Bet you didn't know that ...**

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- We serve 125,000 pounds of fish every year.
- We ladle half a million cups of Manhattan Style Chowder each year.
- We maintain personal relationships with many of our fisherman suppliers – such as Captain Smiley from the *Intrepid*.

Special Hours:

All Fish Grill restaurants serve lunch and dinner daily Sunday through Thursday from 11 a.m. to 9 p.m., and Friday from 11 a.m. to 2:30 p.m. We are closed on Saturday.

**Eco and Health
Consciousness:**

- Fish Grill uses only paper products made from recycled materials.
- We cook with cholesterol-free and trans-fat-free oils.

Local Involvement:

- Fish Grill supports a number of nonprofit organizations in its local communities, including the **Los Angeles Regional Food Bank**, which is committed to fighting hunger in the local community; **Chabad of California**, an organization that provides community outreach, crisis intervention and other social services; and **Tomchei Shabbos**, which delivers food to needy families.
- Each Fish Grill restaurant also provides food for the poor and needy in its neighborhood, and to area hospitals and community fundraisers.

Leadership:

- **Aharon Klein, CEO & Founder**
Aharon opened the first Fish Grill in 1986 when he took his passion for grilling beyond his backyard. Since then, Fish Grill has expanded to four restaurants in the greater Los Angeles area with an eye on future expansion to other areas.
- **Matthew Kest, Development Director**
Matthew graduated Cum Laude from Touro College in New York with a bachelor's degree in accounting, and minor in business. He went on to work at Deloitte & Touche, LLP, in New York and Los Angeles as a tax associate, specializing in banking and finance, for such clients as Credit Suisse First Boston, Bear Sterns, Morgan Stanley, Tyco International and Amgen. He currently serves as an acquisitions and dispositions officer for Jordinia Operations, a real estate investment and development firm.
- **Marc Lumer, Marketing Director**
Marc Lumer was born in France and attended La Cambre art school in Belgium. He initially worked as a freelance illustrator for a variety of ad agencies, magazines and publishing companies throughout Europe, and as an art director for Tintin's high-end apparel line. Upon relocation to Los Angeles in the 1990s, he worked with a number of Hollywood studios on such films as "Prince of Egypt" and "The Road to El Dorado" for DreamWorks and Warner Bros' hit TV shows "Batman Beyond" and "Superman."

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Marc also heads his own Los Angeles boutique design studio, Marc Lumer Design, where he creates visual solutions for a variety of businesses and organizations.

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