



SIMPLY THE FRESHEST!™

[fishgrill.com](http://fishgrill.com)

**FOR IMMEDIATE RELEASE**

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**L.A.'s Popular Fish Grill™ Opens in Malibu,  
Bringing its Famous Mesquite-grilled Seafood to the Beach**

***Authentic Fast-Casual Kosher Restaurant Chain  
Debuts First Location Outside City of Los Angeles***

MALIBU, Calif. (Jan. 5, 2009) – It seems only fitting that one of Los Angeles' most popular homegrown restaurant chains specializing in the absolute freshest seafood would open at the beach.

Satisfying demand for its famous mesquite-grilled fish by the surfing set, the owners of the Fish Grill™ family of seafood restaurants have opened a Fish Grill in Malibu immediately opposite the Malibu Pier. The new, 650-square foot restaurant on Pacific Coast Highway is the fourth in the growing Fish Grill chain and the first to be located outside the City of Los Angeles.

The first Fish Grill opened on Beverly Blvd. in Los Angeles in 1986 as owner Aharon Klein's realization of a lifelong passion for grilling just-caught seafood over mesquite coals in his backyard. More than 20 years and three restaurants later, the chain has grown into one of the city's most popular homegrown destinations for the absolute freshest fish and sides served in a comfortable, unpretentious setting at an affordable price.

Like the other Fish Grills, the new Malibu location will specialize in mesquite-grilled red snapper, white fish, trout, salmon, sea bass and ahi, as well as fish tacos and sides. Instead of heavy sauces and marinades used to mask less-than-fresh seafood, Fish Grill chefs use simple seasonings to bring out the extraordinary flavor of fish, while a commitment to affordability and Kosher preparation have fueled word-of-mouth popularity throughout West Los Angeles.

(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

“Now more than ever, our customers tell us they appreciate how we’re able to continually offer them extraordinarily fresh seafood at an affordable price,” explained Aharon Klein, Fish Grill founder and proprietor. “Since an increasing number of our customers were coming from the beach, it seemed only natural to open a Fish Grill in Malibu.”

While the new Malibu Fish Grill features the same vintage fishing theme as the Beverly Blvd. original, the historical fishing photos that adorn the other restaurants have been replaced with photos of famous Malibu surfing legends. Klein and his team are also contemplating earlier opening hours and several special menu items to accommodate Malibu’s large number of early-morning surfers.

“Just like in West Los Angeles, we intend for Fish Grill to become an important part of the Malibu community,” explained Klein.

The Malibu Fish Grill is located at 22935 Pacific Coast Highway in Malibu, directly opposite the Malibu Pier. The phone number is (310) 456-8585. The restaurant serves lunch and dinner daily Sunday through Thursday from 11 a.m. to 9 p.m.; Friday from 11 a.m. to 2:30 p.m.; and is closed on Saturday.

### **About Fish Grill**

Fish Grill™ is a growing family of authentic Los Angeles fast-casual restaurants specializing in just-caught seafood grilled on mesquite coals. From the first Fish Grill on Beverly Blvd. in 1987, Aharon Klein has created L.A.’s most popular destination for the absolute freshest fish and sides served in a comfortable, unpretentious setting at an affordable price.

Fish Grill is located at 7226 Beverly Blvd, 9618 W. Pico Blvd., and 12013 Wilshire Blvd. in Los Angeles, and 22935 Pacific Coast Highway in Malibu. All four 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. All Fish Grills are closed on Saturday. For information, call (323) 937-7162 or go to [www.fishgrill.com](http://www.fishgrill.com).

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