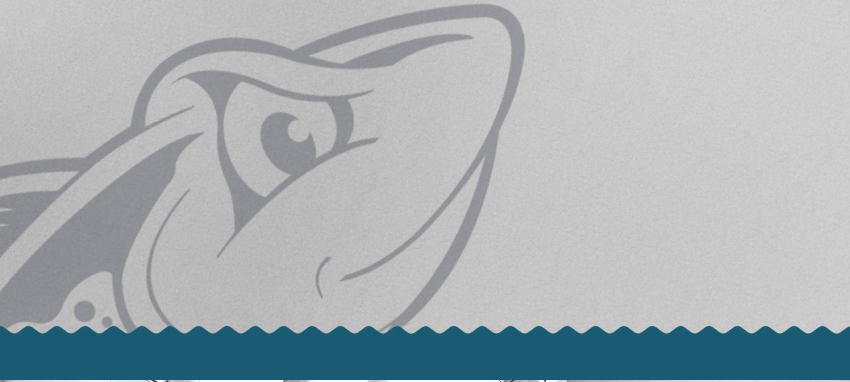
VANDIJK | D

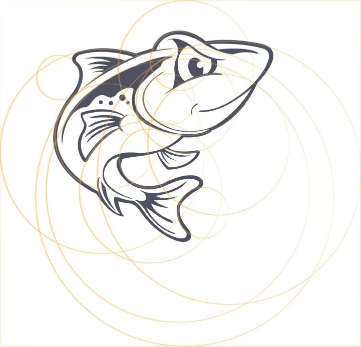
FISH CO.
- SINCE 1991 -



Vandijks Fish
OMEGA 3 POWER HOUSE
Eat Healthy

HERITAGE

SECRET INGREDIENT



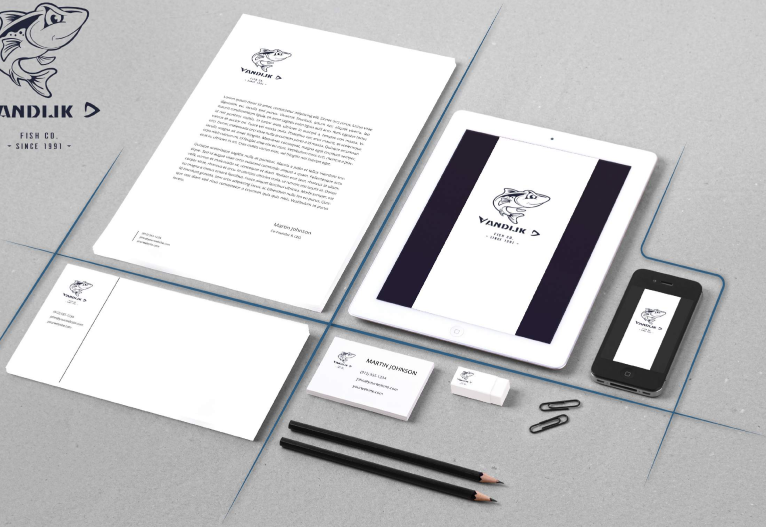
QUALITY

PERSONALITY

Vandijk's Fish Co. is a family owned restaurant with heritage and a sense of community. They have been selling at the St. Jacob's Farmer's Market since 1991 and opened a retail locaiton in the University area to sell to the young demographic. The goal is to increase sales and brand awareness to the new target market.

VANDIJK

FISH CO.
- SINCE 1991 -



VANDIJK

FISH CO.
- SINCE 1991 -

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Martin Johnson
Co-Founder & CEO

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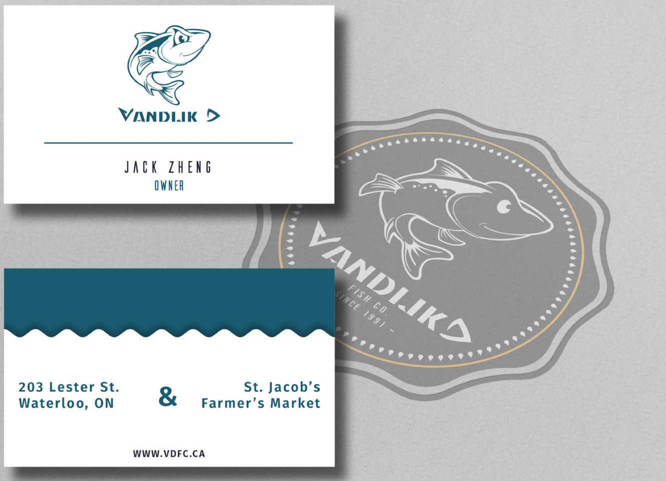
- SINCE 1991 -



VANDIJK

JACK ZHENG
OWNER

203 Lester St.
Waterloo, ON

&

St. Jacob's
Farmer's Market

WWW.VDFC.CA

VANDIJK
FISH CO.
- SINCE 1991 -

VANDIJK
FISH CO.
- SINCE 1991 -
vdfc.ca
519.208.8881
info@vdfc.ca
203 Lester St.
Waterloo, ON N2L 3W3

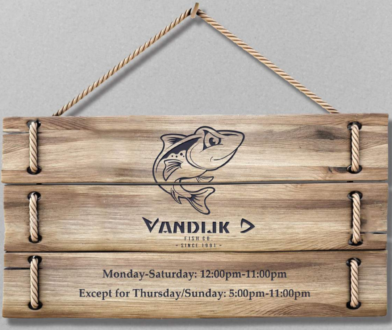
VANDIJK
FISH CO.
- SINCE 1991 -
Jack Zheng
OWNER
mendacious7@gmail.com
519.000.0000
203 Lester St. Waterloo, ON
www.vdfc.ca

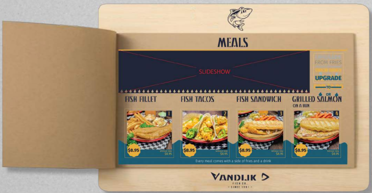
PHILIP ST.
LESTER ST.
UNIVERSITY
AVE W.
VANDIJK'S FISH N CHIPS
THE BEST IN TOWN, SINCE 1991
203 LESTER ST.

WATERLOO

Median Age: 15-24
Ethnicity: 78% of the population immigrated from Asia or the Middle East
Average Income: $48,317
Population Size: 132, 300

- As the new branch is located between the University of Waterloo and Wilfred Laurier University, there is walking traffic outside.
- The population of students who study at those universities is concentrated in apartments or houses around the area. (The total of 35,900 students in UW, 19,322 in Laurier, 2014)
- The client's shop and products have been very popular at the St. Jacobs Market since 1991.


VANDIJK
FISH CO.
SINCE 1991
Monday-Saturday: 12:00pm-11:00pm
Except for Thursday/Sunday: 5:00pm-11:00pm



MEALS

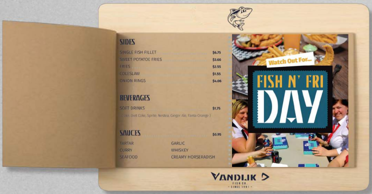
SLIDESHOW

FROM FRIES
UPGRADE
TO
OR

FISH FILLET	FISH TACOS	FISH SANDWICH	GRILLED SALMON ON A BUN
1	2	3	4
$8.95	$8.95	$8.95	$8.95

Every meal comes with a side of fries and a drink

VANDIJK
FISH CO.
SINCE 1991



SIDES

SINGLE FISH FILLET	$6.75
SWEET POTATOE FRIES	$3.66
FRIES	$2.55
COLESLAW	$1.55
ONION RINGS	$4.06

BEVERAGES

SOFT DRINKS	$1.75

(Coke, Diet Coke, Sprite, Nestea, Ginger Ale, Fanta Orange)

SAUCES $0.95

TARTAR
CURRY
SEAFOOD
GARLIC
WHISKEY
CREAMY HORSERADISH

Watch Out For...
FISH N' FRI DAY

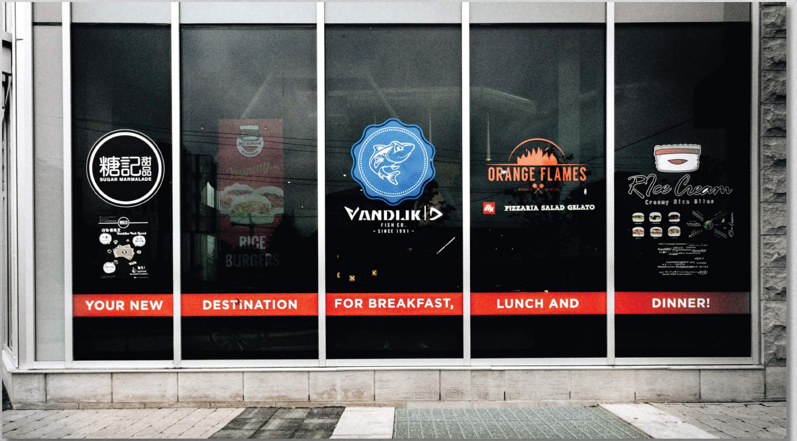
VANDIJK
FISH CO.
SINCE 1991

VANDIJK

FISH CO.
- SINCE 1991 -

VANDIJK
FISH CO.
- SINCE 1991 -
VANDIJK
FISH CO.
- SINCE 1991 -

VANDIJK
VANDIJK
VANDIJK
FISH CO.
ALL MEALS ARE CONSIDERED AS AN ENERGY CHARGING COMBO! IT COMES WITH A GOOD SOURCE OF PROTEIN WITH SECRET BATTER RECIPE! SPECIAL DELICIOUS SIDES AND SPARKLING POP THAT RECHARGES YOU FROM HUNGER, FATIGUE AND STRESS!
GET HOOKED


糖記甜品
SUGAR MARMALADE
RICE BURGERS
VANDIJK
FISH CO.
- SINCE 1991 -
ORANGE FLAMES
PIZZARIA SALAD GELATO
RIce Cream
Creamy Rice Bites
YOUR NEW DESTINATION FOR BREAKFAST, LUNCH AND DINNER!

VANDIJK

WWW.VDFC.CA
519.208.8881

Linden Square.203 Lester st, Waterloo

519-208-8881

Monday-Saturday: 12:00pm-11:00pm

Except for Thursday/Sunday: 5:00pm-11:00pm

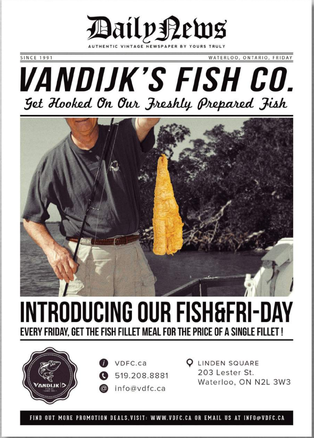
VANDIJK

VANDIJK
FISH CO.
- SINCE 1991 -
Meal
Snacks
BEST IN TOWN
SINCE 1991
TRY OUR
FISH N FRIDAY
FISH'
FISH & BALLS

VANDIJK

VANDIJK
FISH CO.
- SINCE 1991 -
Meal
Snacks
Sides
Beverages
Sauce Selection
BEST IN TOWN
FISH AND CHIP
WE LOVE
FISH 'N CHIPS
美式鱼柳卷
FISH CO.
SINCE 1991
TRY OUR
FISH N FRIDAY
美味鱼饭团
FISH'
N FRIDAY
:/vandaik/;
FISH & BALLS!!!

VANDIJK



Daily News

AUTHENTIC VINTAGE NEWSPAPER BY YOURS TRULY

SINCE 1991 WATERLOO, ONTARIO, FRIDAY

VANDIJK'S FISH CO.

Get Hooked On Our Freshly Prepared Fish

INTRODUCING OUR FISH&FRI-DAY

EVERY FRIDAY, GET THE FISH FILLET MEAL FOR THE PRICE OF A SINGLE FILLET !

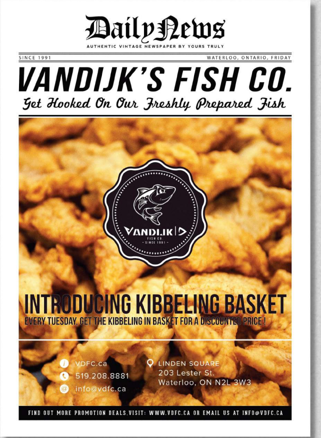
VANDIJK FISH CO. SINCE 1991

VDFC.ca
519.208.8881
info@vdfc.ca

LINDEN SQUARE
203 Lester St.
Waterloo, ON N2L 3W3

FIND OUT MORE PROMOTION DEALS,VISIT: WWW.VDFC.CA OR EMAIL US AT INFO@VDFC.CA

VANDIJK



Daily News

AUTHENTIC VINTAGE NEWSPAPER BY YOURS TRULY

SINCE 1991 WATERLOO, ONTARIO, FRIDAY

VANDIJK'S FISH CO.

Get Hooked On Our Freshly Prepared Fish

VANDIJK FISH CO. SINCE 1991

INTRODUCING KIBBELING BASKET

EVERY TUESDAY, GET THE KIBBELING IN BASKET FOR A DISCOUNTED PRICE !

VDFC.ca
519.208.8881
info@vdfc.ca

LINDEN SQUARE
203 Lester St.
Waterloo, ON N2L 3W3

FIND OUT MORE PROMOTION DEALS,VISIT: WWW.VDFC.CA OR EMAIL US AT INFO@VDFC.CA