

4Fingers buys 50% stake in Mad Mex

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Singapore fried chicken chain 4Fingers has announced that it has acquired 50 per cent stake in Australian Mexican eatery Mad Mex Fresh Mexican Grill for an undisclosed amount.



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According to its statement, the move marks 4Fingers's first step towards its "aggregation of high quality complementary portfolio of food and beverage concepts with global scalability."

This brand acquisition strategy will enable the group to continue to "aggressively scale up its management bandwidth and further capitalize on supply chain, menu innovation, shared services and other scale economies", said a statement by 4Fingers.

As part of the partnership, 4Fingers will initially establish Mad Mex's presence in South-east Asia and will open a number of outlets in Singapore and Malaysia in the next 12 months. Mad Mex is said to be a leading quick service restaurant (QSR) brand in Australia. It also has a strong presence in New Zealand, specializing in authentic Mexican fare synonymous with healthy and fresh food.

Together, 4Fingers and Mad Mex operate over 100 outlets across Singapore, Malaysia, Australia, New Zealand, Indonesia and Thailand. The group projects total system-wide revenues of over S\$120 million for fiscal 2019.