

Good Ol' *Fish Fry*

Fresh fish, prepared right, rooted in the Bronx — a community food project for a borough that deserves it.

FOUNDED BY

AMBER WRIGHT · CO-FOUNDER, OPERATIONS

CHEF TYRIK SMITH · CO-FOUNDER, EXECUTIVE CHEF

The Bronx, NY

The Bronx is a *food desert.*

1.4 million people. One of the country's most documented food access crises. And no dedicated fresh seafood or soul food destination on its main food corridor.

1 in 4

Bronx residents experience food insecurity — highest rate of any NYC borough.

1.4M

Bronx residents without a fresh seafood or soul food destination on Arthur Avenue.

30%

Bronx Black population, served by the smallest concentration of soul food restaurants of any borough.

62/62

Bronx County ranks among the least healthy counties in New York State.

Fresh food shouldn't be a privilege of geography.

What Arthur Avenue is *missing*.

Belmont is one of New York City's strongest food destinations — with significant daytime traffic from Fordham University, the Bronx Zoo, the New York Botanical Garden, local public schools, and the working population.

And none of them have a dedicated fresh seafood or soul food option in the neighborhood. Italian restaurants have defined Arthur Avenue for a century. We're not competing with them — we're adding what the neighborhood is missing.

WHO WE SERVE

- *Fordham's 16,000+ students*
- *Belmont & Fordham residents*
- *Local schools & office catering*
- *Bronx Zoo & NYBG visitors*
- *Working-class lunch crowd*

Fresh fish. Done *the Good Ol' way.*

A community-rooted seafood counter serving fresh-caught fish prepared multiple ways, with house-made sauces and locally-sourced sides.

i.

Fresh fish, prepared to order

Whiting, porgy, catfish, branzino — fried, grilled, baked, on sandwiches. Sourced from Arthur Avenue vendors and local fisheries.

ii.

House-made everything

Sauces, sides, breading — made in-house, not from a bag. Every ingredient has a story we tell our customers.

iii.

All-day menu

Off-peak hours: soups, fresh bread, hot drinks, grab-and-go. A restaurant built to live every hour of the day.

It's all homegrown over here.

Two operators with *real receipts*.



CO-FOUNDER · OPERATIONS

Amber Wright



CO-FOUNDER · EXECUTIVE CHEF

Chef Tyrik Smith

We're not starting from *zero*.

CHEF SMITH · VERIFIED CREDENTIALS

15 years from Wendy's to Michelin to NYC Schools

ICC. Formal culinary training at the International Culinary Center.

Michelin Kitchens. Hands-on work in fine dining and celebrity chef-led restaurants.

NYT & BuzzFeed. Photographed in The New York Times alongside Chef Eric Adjepong. Featured in BuzzFeed.

Ghana to the World. Credited in Chef Adjepong's published cookbook.

NYC DOE · WITS. Chef-instructor in NYC public schools — verified on wellnessintheschools.org.



INDEPENDENT WORK · SQUARE POS VERIFIED

A multi-year NYC pop-up dining series.

From backyard dinners with local vendors and art installations to recurring bar takeovers at LES Ray's and Cheeky's.

252+

Transactions

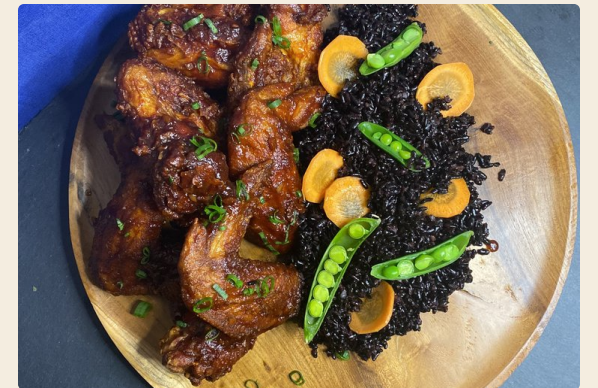
40+

Named Customers

3+

Operating Years

Fifteen years on *a plate*.



From Michelin-level fine dining to elevated comfort food — the range that Good Ol' Fish Fry is built on.

Three phases. *One clear path.*

01

SUMMER–FALL 2026

Catering Operations & Community Partnerships

4–5 catering events per month under the Good Ol' Fish Fry brand. Community partnership development with Bronx schools and food access organizations.

→ \$45K+ in catering revenue; named partner orgs locked

02

LATE 2026 — SPRING 2027

Lease, Build-Out, Brick-and-Mortar Opening

Close on funded capital stack. Negotiate space, complete build-out and permits. Open Good Ol' Fish Fry with catering pipeline already established.

→ Open doors with revenue already flowing

03

YEAR 2+

Community Programs & Scale

Kids food program with local schools. CSA partnership with Bronx farms. Catering grows to 30–40% of total sales. Evaluate second location.

→ *Scale the community impact*

Built on the math of *real businesses*.

YEAR 1 REVENUE PROJECTION

\$385K

Conservative target · catering-anchored

Catering (recurring anchor)	\$155,000
Lunch counter service	\$120,000
Dinner service	\$80,000
Retail / grab-and-go	\$30,000

+ Pre-opening: \$45K+ in summer–fall 2026 catering revenue

COST STRUCTURE

Target unit economics

Food & supplies (COGS)	32–35%
Labor incl. owner draw	28–32%
Rent & utilities	8–10%
Other operating	6–8%

Target net profit Year 1: **8–12%**

More than a restaurant — a *community food project*.

i.

Local sourcing, told out loud

Partnering with Arthur Avenue fish vendors and local farms. Every menu tells the story of where the food came from.

ii.

Kids food program

Built on Chef Smith's active NYC DOE work through Wellness in the Schools. Curriculum and partnerships already in development — scaling to a formal Bronx-wide program at launch.

iii.

Delivery to underserved

Fresh-food delivery to seniors, families without transit, schools in food-desert zones, and offices in underserved neighborhoods.

Fresh food shouldn't be a privilege of geography.

We're raising \$235,000

TOTAL CAPITAL STACK

\$235K

to open spring 2027

Layered across grants, community lenders, founders' capital, family investment, and seller financing — a real, fundable stack that matches the discipline of our planning. Catering revenue from summer 2026 onward bridges the gap to opening.

USE OF FUNDS

Asset purchase (built-out kitchen + lease)	\$50K
Hood, ventilation, fire suppression, permits	\$55K
Equipment, smallwares, signage, POS	\$18K
Architect, DOB filings, FDNY, attorney	\$20K
Insurance, lease assignment, security deposit	\$15K
Pre-opening marketing & inventory	\$10K
Working capital + 4-month reserve	\$40K
Summer 2026 catering operations	\$8K

— THANK YOU

*We're building the brick-and-mortar
home for the food we've spent our
careers preparing for — in the borough
that made us.*

AMBER WRIGHT · CHEF TYRIK SMITH

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THE BRONX, NY

Available for tastings, site visits, and in-person meetings.