

The Boiling Crab®

A Southern California restaurant brand imported from New Orleans



The Boiling Crab® restaurants feature an informal, South Louisiana dining atmosphere with a nautical theme.

Founded by Vietnamese immigrants to the USA in 2004, The Boiling Crab® restaurants capture the spirit of the New Orleans seafood boil by featuring a variety of market fresh seafood prepared Cajun-style and served with different sauces, from mild to hot. The Boiling Crab® has licensees in Australia, China and the Philippines and are now looking for a New Zealand licensee. Boiling Crab's popularity as a takeaway and delivery service meant the brand maintained strong sales during the pandemic.



The menu at The Boiling Crab® restaurants typically includes one or more varieties of crab, crayfish, lobster, prawns and raw oysters, although each menu will reflect the seafood of that country. Fresh seafood mains are prepared in giant pots of seasoned broth, made to order. The menu also includes fried fish or prawns with Cajun fries, gumbo, corn and sausage. The proprietary recipes are based on the Licensor's New Orleans style restaurant background.

What makes The Boiling Crab different?

- Two Boiling Crab® restaurants open in Melbourne
- Average single restaurant annual revenue overseas of US\$5 million (NZ\$7.65 million)
- Family style Cajun dining & excellent ambiance
- Featured on Food Networks and YouTube®
- Table service with family and group seating
- First US restaurant brand in this category

Ideal Area Licensee Candidate Company Profile

- Successful multi-brand licensing groups in the F&B sector
- Licensees of large US F&B franchises of various types
- Business with dedicated F&B infrastructure
- Franchisors or Area Licensees with experience in the food sector
- Hospitality businesses that include F&B facilities

International Area Licensee Profile

- Experience as a full-service restaurant operator
- Knowledge of and/or access to supply chain resources
- Access to experienced F&B management team