

Go Brit: The new real British deal

Modern restaurant set to open late February outside Lewes

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The real British deal at Go Fish in Rehoboth Beach has lured customers from near and far with its reasonable prices and delicious fish and chips.

Owner Alison Blyth hopes those customers keep coming and spread out to try the new deal at Go Brit fish and chips slated to open on Route 1 outside Lewes in late February.

The new restaurant, opening in the space vacated by Deli 88, will be streamlined and modern, while still serving traditional British fish house eats, with cool prints and great prices.

"I am hoping to roll out this prototype for what will become a franchise, but getting a franchise is a long process," Blyth said. "We are trying to streamline what we have and create a model that would work in strip malls in the future."

The original Go Fish on Rehoboth Avenue will remain the same while Blyth works to open

restaurant, known as quick, casual dining, experienced the largest growth, which is one of the reasons Blyth chose now to expand.

"Ever since we opened, people have been asking about other locations or if we franchise," Blyth said. "I knew now was the right time because we have a great customer base, good history, recognizable branding and people know what they're going to get here every time."

Blyth commends her employees and manager, John Tatler, on their dedication to the Go Fish brand, which will now expand to the Go Brit brand - a name she has trademarked.

The menu will be the same for lunch and dinner, and the restaurant will be open seven days a week. Blyth also plans to get a liquor license to serve wine, beer and a house cocktail. Go Brit will seat nearly 70 people and will hang its hat on British favorites of soup, salad, sandwiches and desserts.

"I've been here 11 years, and from day one customers have been really great to us," said Blyth. "I look forward to having our winter customers and our Lewes customers visit us at the new location."

Go Brit will have the classic British phone booth front door, just like the Rehoboth restaurant. Before she opens to the public in February, Blyth plans to host some fundraisers for area organizations.

"How you start is very impor-



ALISON BLYTH plans to open a new fish and chips restaurant, Go Brit, outside Lewes in late February. DANIEL TRUITT PHOTO

tant," Blyth said. "So, I want to make sure Go Brit is really ready to open. For me, it's exciting because I am bringing a part of my heritage to customers. Everyone enjoys fish and chips."

A new website for Go Brit is in the works, and in a few weeks will be up and running at GoBrit.com. For more information, call Blyth at Go Fish at 302-776-1074.