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## El Jannah Targets National Expansion Across Australia

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El Jannah, the Sydney-based Lebanese charcoal chicken chain, is preparing to launch a bold nationwide expansion, with plans to open 150 restaurants over the next two years. The move is set to challenge fast-food giants like KFC and Red Rooster, beginning with multiple sites in Queensland and South Australia.

Chief Executive Officer Brett Houldin, formerly of Craveable Brands, confirmed the rollout will focus initially on south-east Queensland and greater Adelaide, with several drive-through and shop-front sites to open within 12 to 18 months. “We expect to be in

Queensland with multiple sites in the next 12 months,” Houldin told the media. “South Australia is our next big push.”

El Jannah currently operates 47 restaurants across New South Wales, Victoria, and the ACT. The company aims to double that number to 100 within two years, and reach 200 locations nationwide within five years.

Best known for its Lebanese-style charcoal chicken and popular sides like fattoush and tabouli, El Jannah’s casual dining concept focuses on group and family sharing. “Given how many chicken brands there are, we feel very confident that we have a point of difference,” Houldin said.

The brand was founded in 1998 by Andre and Carole Estephan in Granville, Western Sydney, and has grown steadily thanks to its loyal customer base. Petitions are already circulating in Brisbane and Adelaide requesting new store openings.

As El Jannah eyes further national growth, the company’s success reflects a broader appetite for fresh, quality-focused dining alternatives in Australia’s competitive fast-food sector.