

Proudly Fijian, Proudly Yours

Fiji is home to a vast tapestry of diversities, consisting of individuals and communities of different traditions, languages and practices ranging from the descendants of the Girmitiyas to the natives of the land. It is a nation of rich differences and disparities bound together through an unbreakable bond, the love and appreciation of mouthwatering local cuisine. Chicken has remained as the staple meat present around Fijian homes regardless of race, religion and culture, serving as a culinary bridge between people of different backgrounds. For 20 years, Rooster Poultry Pte Limited has remained Fiji's go-to choice for premium quality home-grown poultry with the company operating entirely on local soil, headquartered in Navau, Ba, with operations across Ba, Lautoka, and Nadi. Rooster Chicken reinforces being "Proudly Fijian" by backing Fijian farmers, workers, and local industry, elevating self-reliance and food security into significant points of national pride. Present across gatherings throughout the nation, Rooster Chicken embraces its slogan "Proudly Yours" establishing itself as not just a brand but as an emotion that is brought with warmth, compassion, and togetherness. "Proudly Fijian, Proudly Yours" portrays how Rooster Chicken has established and enhanced a sense of belonging for every Fijian by creating an environment encompassing the aroma of fresh ingredients, laughter around the table, and the joy of sharing local foods. As Rooster Chicken reflects on its 20 years of Fijian history of growth and stability, it reaffirms its commitment to the preservation of Fijian cultures, the environment, and community spirit for a vibrant, flavor-filled future.

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