

Proudly Fijian, Proudly Yours

Rooster Chicken is more than just a popular food brand in Fiji; it is a part of everyday Fijian life. With its famous slogan “Proudly Fijian, Proudly Yours”

rooster chicken represents the importance of supporting local businesses and products. The brand ‘Rooster’ has become well known for providing quality chicken and chicken products to families across Fiji.

Rooster Chicken is enjoyed in many ways it can be cooked anywhere e.g. home, beach, school, church and it can be shared with families, friends, workmates and neighbours as a simple meal or celebratory meal. Food is an important part of Fijian culture because it brings people together, and Rooster Chicken has become a very familiar choice for families.

The company represents the hard work of local farmers and workers who help produce for the nation. FNPf and BSP through funds invested by you and me have made it possible for the expansion of rooster allowing all Fijians, that’s you and me to share in making rooster proudly Fijian. Supporting local products strengthens Fiji’s economy and provides job opportunities for all.

Rooster Chicken is a proud example of a Fijian brand that has become part of Fiji’s daily life. It’s message “Proudly Fijian Proudly Yours” reminds us to appreciate and acknowledge local products and the people behind them. Rooster Chicken is not just food; it is a symbol of Fijian pride, family and community.

Thank you, Rooster Chicken,

From Christian Ho