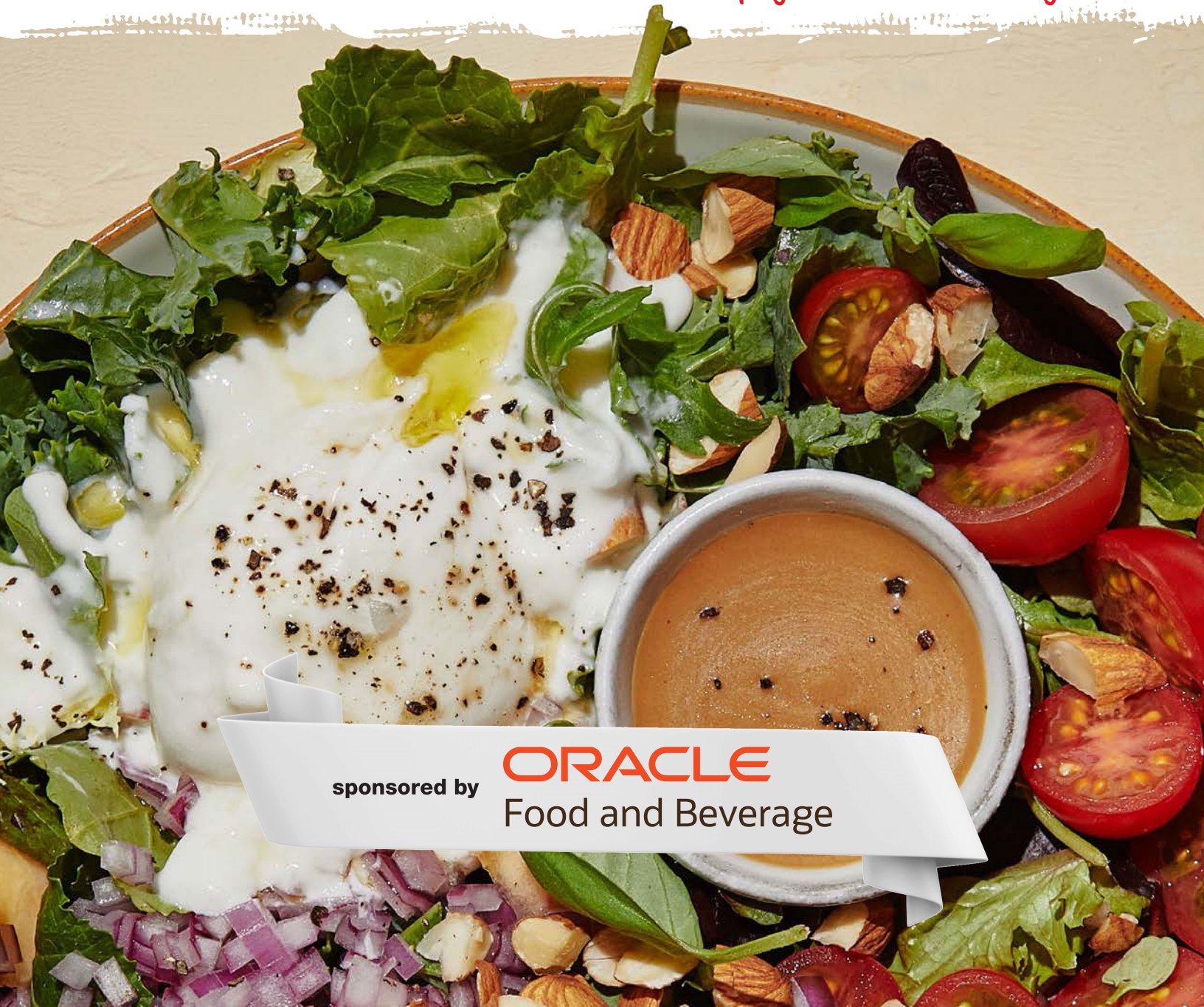


2020 fast casual
TOP 100
MOVERS & SHAKERS

Innovative restaurant brands and executives shaping the fast casual segment



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53. STARBIRD



Easing the customer experience, however, isn't the chain's only specialty. It's also on a mission to create the best way to eat crispy, gluten-free chicken and creates uncommon quarterly LTOs like Korean Fried, Tokyo Katsu and Hot Honey chicken. Its salad menu is also gaining traction among customers at the chain, which reported a 35% increase in same-stores sales in 2010. Salad sales now make up 20% of those sales.

Delivery and catering are catching on as well, and Starbird has a variety of technology in place to handle the growth, including new ordering and app platforms and a kiosk partnership.

The six-unit chain created by San Francisco-based innovation agency The Culinary Edge Ventures, added a cloud kitchen in 2018 and last year launched its first virtual kitchen brand, Starbird Wings.

54. SALAD COLLECTIVE

Mad Greens and Snappy Salads joined forces last year to create Salad Collective, a Dallas-based restaurant group serving customizable, veggie-centric menu items.

Although the brands are technically housed under one company allowing

them to share systems, they operate independently serving customers a menu filled with protein, fiber, protein, iron and calcium. Even the salad dressings are made with whole ingredients and feature only natural sweeteners like honey, agave or even carrots when needed.

Guests may choose from more than 50 fresh ingredients prepped in house by chefs at each restaurant, making it easy for customers with food sensitivities or special diets to customize their dishes.

Seasonal offerings, which are at the forefront of culinary trends for the fast casual industry, are always available and often include dates, parsnips and cherries.

Mad Greens, which has 14 locations, and Snappy Salads, which has 33, are both increasing sales in 2020 through multiple channels, particularly online ordering, delivery and catering.

55. PARIS BAGUETTE

Although Paris Baguette has more than 3,000 locations and first opened in 1942 in Seoul, South Korea, it is still an up-and-coming brand in the U.S. It spent last year revamping its expansion plan to focus on a more modern design and opened 14 stores within one year, bringing its U.S. total to 85. It opened its second store in Brooklyn as well as a second location in Virginia inside Korean grocery store, H-Mart, in Fairfax.

Additionally, the brand made strategic executive appointments to fuel growth, including promoting Jack Moran to CEO of Paris Baguette Global and making Darren Tipton CEO of Paris Baguette

Americas.

Their mission is to take Paris Baguette U.S. above the 100 mark by the end of the year and to hit at least 1,000 U.S. stores by 2030.

"Our goal is to have one or two in all of the major global cities in which we do business," Moran said.

56. DICKEY'S BARBECUE PIT



Dickey's Barbecue Pit first started as a family owned joint in 1941 and has since grown to over 500 locations in the United States and United Arab Emirates with more on the way in Africa, South America and Eurasia.

Known as a technology leader in the restaurant industry with a proprietary POS and arsenal of Artificial Intelligence tools, the Texas-based Dickey's chain has constantly evolved to best serve its guests whether it's creating new twists on classic barbecue favorites or offering multiple delivery options for guests' convenience.

In 2019, this meant adding the first new permanent menu items in 10 years: Pit-Smoked Wings in eight new flavors complemented by a flavor and size expansion to their fan-favorite ribs.