







CASUALS

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## The 40/40 List for 2023: America's Hottest Startup Fast Casuals

**FAST CASUAL** 

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8 of 41 Garden Catering

GARDEN CATERING

Headquarters: Old Greenwich, Connecticut

Units: 8

In a chicken category dominated by tender and wing brands, Garden Catering has stayed true to the nugget for more than three decades. Debuted by Lou landoli as Garden Poultry in 1978 in Greenwich, Connecticut, Garden Catering starts with all-white breast meat sourced from family farms that is humanely raised with no antibiotics ever. They're then hand-cut and cooked in small batches each day. The process and product have earned cult raves, including TikTok stars Charli and Dixie D'Amelio. Garden Catering was purchased by Frank Carpenteri Sr. in 1989 following landoli's passing. Today, it's run by Carpenteri Sr.'s son and daughter across the eight Connecticut and New York locations. The prominence of the nugget hasn't wavered, of course—guests still flock to Garden Catering to buy them by the pound (The Boss is a pound, extra fries, and two drinks for about \$20). Another menu staple includes The Hotsy Sandwich, a breakfast offering that's earned national acclaim. It includes bacon, egg, and cheese, and is topped with Garden Catering's famed potato cones and Hotsy's chili.

Throughout COVID, Garden Catering built a new tech stack, upgraded employee compensation, and secured new marketing leadership. It plans to expand into retail with a line of sauces and seasoning and open new stores with a redesigned prototype.