

2022 fast casual
TOP 100
MOVERS & SHAKERS

Innovative restaurant brands and executives shaping the fast casual segment



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Top 75 Brands

idea of elevating burgers with the best ingredients possible.

In 2021, it took significant steps to upgrade its supply partnerships in order to provide guests with ingredients that not only taste better but are also better for them and the environment. Some of those companies included Beyond Meat, Force of Nature Bison and Red Bird Farms.

Hopdoddy currently has 32 restaurants in Texas, Tennessee, Arizona, California and Colorado, and with the Grub Burger Bar acquisition, will soon own and operate 50 restaurants and expand to new markets including Georgia and Florida.

At the close of 2021, Hopdoddy relaunched its mobile application and loyalty program. The revamped app allows customers to place orders at their leisure and offers daily promotions that are only available through the app to the restaurant's most loyal customers. Hopdoddy is also working to roll out exclusive menu items and events to loyalty customers.



69. Native Foods

The 100% plant-based Native Foods, a vegan fast casual brand headquartered in Chicago, is ready to grow. With 11 locations in Chicago, Denver, Boulder,

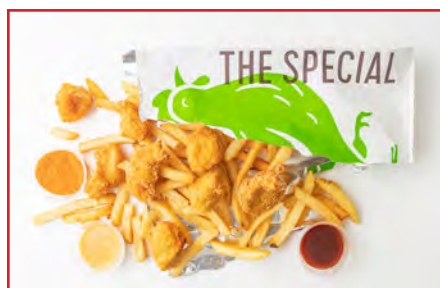


Los Angeles, Orange County, Palm Springs and San Diego, the brand spent 2021 improving its unit economics and rebranding its concept and online presence to prepare for a big 2022.

"We are so excited to finally be back in growth mode..." CEO Carin Stutz said. "We can't wait for community members to experience the 'original' plant-based fast casual restaurant — after all, we were plant-based before it was cool. This has been a year of innovation and change to reposition our brand. We are a mission-driven company ready to grow."

Being an urban-based company, the pandemic was rather challenging for Native Foods, so its first goal was to take care of its managers and as many team members as possible.

"With our guests working from home, this was a challenge," Stutz said. "We are a people-first company, so we found a way forward. We did everything including limiting hours and menu, family meals, grocery items, third-party delivery, etc."



70. Garden Catering

For Connecticut-based Garden Catering, 2021 piggybacked off of an already strong 2020. With a year-to-year sales increase



of 15%, it launched with Uber Direct for last-mile delivery fulfillment.

With eight locations, the brand is actively looking at several second-generation locations and will soon roll out a retail line, featuring its Secret Seasoning and Honey Mustard.

One of the core values at Garden Catering is "Community Matters," which has been its north star. Through its "Nugs Not Hugs" program, for example, it has donated over 120,000 meals to families in need since the beginning of COVID and recently launched an integration with Beam Impact to supercharge giving through online ordering and a native app (powered by Lunchbox).

Garden Catering is also working toward retaining employees through its newly developed training department. The brand hired a training director and a training coordinator to facilitate learning and growth throughout the organization and in addition to a \$15-plus hour starting wage, free shift meals and a 50% discount off-the-clock, it also began offering a 401K with a generous employer match and offering robust health, dental, vision and life insurance to full-time employees.

71. Jamba

When Jamba joined forces with Focus Brands, the strategy was to transform the concept to better serve a broad range of guests. It has since evolved by prioritizing menu innovation and making significant digital investments to increase accessibility and convenience. As part of Focus Brands' co-branding initiative, Jamba is seeking opportunities to team up with other brands across the Focus Brands

