

# 2020 WELLNESS GUIDE

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Jeni Britton Bauer has positioned her ice cream concept, **Jeni's**, to be the next big dessert brand.



## Grindhouse Killer Burgers

**HQ:** Atlanta **Units:** 7

Grindhouse Killer Burgers refuses to let burgers be boring. The concept offers four patties—beef, turkey, veggie, and Impossible—topped with countless cheeses, sauces, and veggies. Burgers can also be topped with a range of add-ons, from Vidalia onion rings to tortilla strips, and each patty is tucked into a perfectly toasted potato bun (or a gluten-free, vegan bun). These burgers aren't bourgeois, either. A single patty starts at \$4.99, hot dogs run \$3.50, a cup of Championship Brisket Chili costs \$2.99, and other affordable eats are also on the menu.



GRINDHOUSE KILLER BURGERS / ELLE WOOD PHOTOGRAPHY



PITA MEDITERRANEAN / CHRIS CARINO

## Pita Mediterranean

**HQ:** Peachtree City, GA **Units:** 33

Mediterranean tastes are a hot commodity in the fast-casual space right now, and Pita Mediterranean is capitalizing on this in the Southeast and elsewhere around the U.S. with its 33 units and counting. The Georgia-based chain serves fresh, portable combinations like customizable street pitas and rice bowls; pita platters with gyro meat, shrimp kebabs, and other proteins; and the indulgent Loaded Fries, with crumbled feta, tahini, and gyro meat.



# EARTH BURGER

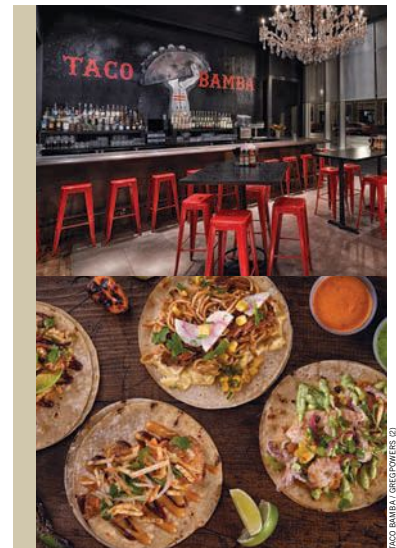
**HQ:** San Antonio **Units:** 5

Earth Burger doesn't play around when it comes to clean eating. The brand opened its doors in 2014, just ahead of the plant-based craze, offering health-forward alternatives for nearly any classic quick-serve staple—think quarter-pounder veggie burgers, BBQ Pulled Jackfruit, and a crispy breaded fishless sandwich. While Earth Burger isn't franchising at the moment, the brand is sure to face added corporate growth in coming years as dairy- and meat-free diets continue to grow in popularity.



EARTH BURGER / OLIVIA BEHREND '21

↑  
EARTH BURGER DOESN'T COMPROMISE ON TASTE FOR NUTRITION. THE FIVE-UNIT CHAIN OFFERS TRENDY, INDULGENT PLANT-BASED OPTIONS, LIKE BBQ PULLED JACKFRUIT AND QUARTER-POUNDER VEGGIE BURGERS.



TACO BAMBA / GREG POWERS '21

## Taco Bamba

**HQ:** Washington, D.C. **Units:** 5

Pairing chef-driven fare with the ease and value of fast casual, Taco Bamba blends Cuban, Mexican, and Peruvian dishes to create all-day breakfast, lunch, dinner, and happy hour menus that offer everything from breakfast tacos to Chipotle Dusted Chicharones (crispy pork skins) to a Wood Fired Pineapple Margarita. Each location has a Taco Nuestrós—or “our tacos”—section, increasing the unique tastes offered at each unit and adding a specific, detail-oriented touch that elevates the brand beyond the typical fast-casual feel.