

EAST CASUAL

IDEAS & TRENDS FOR THE FAST-CASUAL RESTAURANT

TOP 100



Movers & Shakers

See which brand
tops this year's list!
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95. Rising Roll Gourmet, Atlanta Sandwich • Last year: 60

Rising Roll Gourmet still is growing during the economic downturn, with three stores under construction and another 30 planned to add to its 12 units in the Southeast. The chain recently saved money by installing stained concrete instead of a brick-and-tile interior. The company also is counting on the addition of the breakfast daypart.