

The Future 50

Can anything stop yogurt?

In three of the past four years—including this one—a yogurt concept has topped our annual ranking of the fastest growing small chains in America. In a way it's not surprising. This new generation of yogurt shops touches many of-the-moment trends: healthy, snackable, customizable, open and colorful designs. On the other hand, it is amazing we haven't reached peak yogurt yet.

But as always, The Future 50 captures a large swath of concepts on the rise. Compiled by our partners at Technomic, the list identifies the fastest growing concepts between \$25 million and \$50 million in annual sales, a point at which a concept has proven itself and is poised to enter a new level of national awareness. In our very first Future 50, the number one spot was held by a little hamburger concept called Five Guys Burgers and Fries.

So take note of these small concepts—yogurt or otherwise—on the rise. You'll be hearing a lot more of them soon.

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Data and profiles provided by
TECHNOMIC

Rankings based on percent change in sales. Where interviews revealed updates to Technomic numbers, we include those in the copy, but only base rankings on Technomic's original.

All percent changes vs. 2013

**Technomic estimate*

- #1 | [sweetFrog](#)
- #2 | [Hot Head Burritos](#)
- #3 | [Tutti Frutti Frozen Yogurt](#)
- #4 | [Mooyah](#)
- #5 | [Lime Fresh Mexican Grill](#)
- #6 | [Nothing Bundt Cakes](#)
- #7 | [Native Foods Café](#)
- #8 | [Kneaders Bakery & Cafe](#)
- #9 | [Crave](#)
- #10 | [Costa Vida Fresh Mexican Grill](#)
- #11 | [Toppers Pizza](#)
- #12 | [Shake Shack](#)

#13 | Burtons Grill
#14 | Rosa Mexicano Restaurants
#15 | Grimaldi's Coal Brick-Oven Pizzeria
#16 | Yogurt Mountain
#17 | La Boulange
#18 | Pita Jungle
#19 | Another Broken Egg Cafe
#20 | Johnny's Pizza House
#21 | The Rock Wood Fired Pizza & Spirits
#22 | Boudin Sourdough Bakery & Café
#23 | Chop't Creative Salad Company
#24 | Stanford's Restaurant & Bar
#25 | American Deli
#26 | Fricker's
#27 | Wing Warehouse
#28 | Native New Yorker
#29 | Sarpino's Pizzeria
#30 | Sammy's Woodfired Pizza & Grill
#31 | Baumhower's Restaurant
#32 | Jimmy's Egg
#33 | Crumbs Bake Shop
#34 | Zoup! Fresh Soup Company
#35 | Hyde Park Prime Steakhouse
#36 | Bush's Chicken
#37 | Muscle Maker Grill
#38 | California Tortilla
#39 | Roosters
#40 | El Fenix Café
#41 | Erbert & Gerbert's Sandwich Shop
#42 | P.J. Whelihan's Pub & Restaurant
#43 | Tommy Bahama
#44 | Cafe Express
#45 | Russo's New York Pizzeria
#46 | Razzoo's Cajun Cafe
#47 | Lizard's Thicket
#48 | Wing Zone
#49 | Pizza Patrón
#50 | Jollibee

Roosters

#39

Roosters' fun, casual dining atmosphere matches its moderately priced menu of burgers, subs, salads, pizza and lots of chicken. The chain has become popular with families and others for its signature "dumpster" fries (potatoes curly or wedged smothered with the works) and jumbo chicken wings. Bob and Corinne Frick started Roosters in 1988, expanding beyond the original Dayton, Ohio, unit when partner Dan Ponton joined three years later as managing partner. Roosters Franchising was established in 2006 to further grow the concept. Today the corporate locations (about half of the total stores) are employee owned and operated. The Roosters Road Show, a

fully equipped restaurant inside a 30-foot truck, can be booked for corporate or private events and is a regular at Ohio State University football games. Roosters Foundation, a nonprofit formed in 2006, supports many local charities. Executives and managers keep company overhead lean by working from home offices.

City: Dublin

Sales: \$37 million*

Units Open: 28

Unit Volume: \$1.4 million*

State: OH

Sales Percentage Change: 8.8

Units Open Percent Change: 12.0

Unit Volume Percentage Change: 0.0

- [#21 | The Rock Wood Fired Pizza & Spirits](#)
- [#22 | Boudin Sourdough Bakery & Café](#)
- [#23 | Chop't Creative Salad Company](#)
- [#24 | Stanford's Restaurant & Bar](#)
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