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Seasonal flavors include pumpkin pie, eggnog and gingerbread. A sampling of the 30 toppings available includes a variety of fresh fruit, jelly beans, various cereals, granola as well as candy bar pieces.

## 2. Shake Shack

Shake Shack is open for lunch, dinner and snacks daily. The menu features hand-formed 100% Angus burgers ground fresh daily. The chain offers both its signature ShackBurger and 'Shroom Burger, and a traditional hamburger and cheeseburger. Also menued are hot dogs, which are split and griddled until crispy. The chain offers frozen custard in the form of shakes, in cups or cones, and concretes, which are dense frozen custards blended at a high-speed with toppings and mix-ins. A gluten-free menu is available. In addition to Coco-Cola-brand products, lemonade, iced tea and water, the chain also offers alcoholic beverages, including beer and wine.

## 3. Cooper's Hawk Winery & Restaurant

Cooper's Hawk Winery & Restaurants provides an extensive menu for lunch and dinner crafted with its wines in mind. Only fresh, high-quality ingredients are used in food preparation, and the selection of upscale appetizers, chopped salads, burgers, sandwiches, pasta, seafood, beef and pork entrees, and desserts appeals to "today's more sophisticated palate." Listed appetizers are blackened ahi tuna, chicken potstickers, Thai lettuce wraps, sliders and flatbreads such as caprese and Buffalo chicken. Soups include lobster bisque and tortilla. Salad options include barbecue-ranch chicken, baby greens and Caesar pesto. Seafood entrees include blackened bacon-wrapped scallops, pistachio-crusting grouper and soy-ginger salmon. Beef, lamb and pork entrees include slow-braised mustard short ribs, lamb chops, strip steak and a

The 2012 Future 50 has distinguished itself as being one of the most varied collections of menus we've ever featured in our annual ranking of the fastest growing small chains in the country. The largest menu category represented—"varied menu"—typifies this. Coming in second is the ever-evolving pizza category. The reports of the "family style" menu's death were greatly exaggerated. Beyond that, 2012 was a throw-everything-in-the-pot kind of year for growing chains. The chart below lays out the Future 50 by menu category. Also below is an in-depth look at each chain's menu positioning.

## 1. Orange Leaf Frozen Yogurt

Orange Leaf Frozen Yogurt offers its frozen yogurt for lunch, dinner and snacks on a daily basis. Orange Leaf has a total of 65 rotating frozen-yogurt flavors. Flavors include brownie batter, green apple, chocolate cheesecake, banana, raspberry lemonade, coconut, lemon, coffee and white chocolate strawberry.

### Menu Categories

#### Frozen desserts

Orange Leaf Frozen Yogurt (ranking: #1)

#### Burger

Shake Shack (#2)

Jake's Wayback Burgers (#4)

#### Varied menu

Cooper's Hawk Winery & Restaurant (#3)

Stanford's Restaurant & Bar (#6)

Twin Peaks (#9)

Lazy Dog Café (#11)

Wing Warehouse (#12)

Bru's Room Sports Grill (#24)

Burtons Grill (#29)

Roosters (#41)

Show-Me's (#45)

Ri Ra Irish Pub (#48)

Hurricane Grill & Wings (#49)

Cru—A Wine Bar (#50)

#### Coffee Café

Scooter's Coffeeshouse (#42)

#### Specialty

Muscle maker grill (#5)

Nothing but bundt (#10)

Crumbs Bake Shop (#14)

Zoup! Fresh Soup Company (#17)

Parmesan-crust ed filet medallions served with mashed potatoes and asparagus. Sandwiches include a caprese panini, fried green tomato BLT and a portobello sandwich. Signature sides include whipped potatoes, shredded hash brown casserole, a loaded baked potato and Asian slaw. Desserts include crumbled apple pie, creme brulee and banoffee pie—a graham cracker crust topped with fresh banana slices, toffee filling and whipped cream. Non-alcoholic beverages include specialty coffees, soft drinks, lemonade, iced tea, hot chocolate, and bottled and sparkling water. An extensive adult beverage menu consists of beer, sangria, mixed drinks and handcrafted wines, including red, white, sparkling, dessert and fruit wines. A popular drink choice is the wine flight—a sample platter of four mini-wines.

#### 4. Jake's Wayback Burgers

Jake's Wayback Burgers prides itself on offering a "better" burger along with a range of other American cuisine for lunch and dinner. The made-to-order burgers are available with or without cheese, and can be built with anywhere from one to three patties. Burgers are topped with ketchup, mustard, pickle, raw onions, lettuce and tomato; guests can elect to add mayonnaise, grilled onions, jalapenos, relish and sweet peppers. Mushrooms, chili and bacon are also available burger toppings for an extra cost. Hot dogs are available plain or topped with cheese and/or chili. Other available sandwiches include grilled and breaded chicken sandwiches, Gardenburger, turkey burger, BLT or grilled cheese. Garden and Caesar salads are also on offer. A list of sides offers housemade chips, onion rings, french fries, cheese fries and chili-cheese fries. The chain is also known for its hand-dipped milk shakes, available in flavors such as chocolate, vanilla, strawberry, mint, orange cream, coffee and strawberry-banana. Every month, the menu features a new burger of the month and a shake of the month. A kids' menu offers a choice of junior burger, hot dog, grilled cheese, BLT or chicken fingers, all served with fries and a drink.

#### 5. Muscle Maker Grill

Muscle Maker Grill offers a variety of protein-packed, lowfat and/or low-calorie foods. The menu begins with a handful of appetizers including chicken nuggets, edamame and loaded baked potatoes. Entrees are divided into six categories: Fit Salads, Low Carb Solution meals, Muscle Maker Wraps, Grilled Super Sandwiches & Burgers, Power Pasta dishes and Guiltless Entrees. All wraps and sandwiches are served with a choice of side item. Other main dishes generally come with broccoli or brown rice. Customers with heartier appetites can choose to add another item from a list of add-ons which range from fresh fish and lean turkey chili to brown rice and steamed vegetables. Signature items include a grilled chicken and turkey wrap, Cajun chicken with penne and Italian salad with chicken and spinach. The chain allows customers to substitute portobello mushrooms for meat in any dish. Select locations offer breakfast sandwiches, wraps and bowls consisting of scrambled egg whites, a lean protein and cheese. Beverages include bottled Coca-Cola-brand soft drinks, protein smoothies and energy shakes.

Loving Hut (#25)

#### Family Style

The Egg & I Restaurants (#26)  
Another Broken Egg Café (#31)  
Jimmy's Egg Restaurant (#35)  
Olga's Kitchen (#44)

#### Bakery Café

Specialty's Café and Bakery (#18)

#### Seafood

Eddie V's Prime Seafood (#15)

#### Mexican

Costa Vida Fresh Mexican Grill (#16)  
Filberto's Mexican Food (#23)  
Chronic Tacos (#34)  
Rosa Mexicano Restaurants (#40)

#### Sandwich

Zoes Kitchen (#7)  
Pret a Manger (#13)  
American Deli (#19)  
Capriotti's Sandwich Shop (#33)

#### Pizza

Sarpino's Pizzeria (#8)  
Anthony's Coal Fired Pizza (#21)  
Happy's Pizza (#27)  
Amato's Pizza (#28)  
Toppers Pizza (#30)  
The Rock Wood Fired Pizza & Spirits (#36)  
Stevi B's—The Ultimate Pizza Buffet (#37)  
Brixx Wood Fired Pizza (#43)  
Dion's Pizza (#46)  
Lou Malnati's (#47)

#### BBQ

Rudy's "Country Store" and Bar-B-Q (#38)

#### Italian

Zio's Italian Kitchen (#39)

#### Asian

Flat Top Grill (#22)  
Gyu-Kaku (#32)

## 41. Roosters

Roosters offers a varied menu anchored by its signature jumbo chicken wings and loaded fries for lunch and dinner. Appetizers, entrees, soups, salads and desserts are all available. Starters include the chain's fully loaded "dumpster" fries as well as chicken nachos, mini corn dogs, potato skins, fried pickles and fried mushrooms. Signature boneless and traditional chicken wings are prepared with never-frozen chicken and come sauced in a variety of flavors ranging from mild to hot. Portions range from five to 50 pieces. Other entrees include chicken fingers, barbecue burger, steak sandwich, Parmesan chicken sandwich, BLT, a burrito with chicken, chili and cheddar cheese, various oven-baked subs, and a selection of specialty and build-your-own nine-inch thin-crust pizzas. The soup and salad selection includes chili, New England clam chowder, Caesar salad, Asian chicken salad and Greek salad. Daily desserts are available. Kids' options include mini corn dogs, cheese pizza and grilled cheese. Beverages include Coca-Cola soft drinks, iced tea, lemonade, fruit punch, milk, orange juice, coffee and hot tea. Beer, wine and cocktails are served.