2026 EDITION

DATASSENTIAL 500



INSIDE THE Value Revolution

DEFINING AMERICA'S LARGEST CHAINS

DATASSENTIAL ONE

2026 DATASSENTIAL 500 REPORT

Overview

Report Overview & Methodology

In this edition of the Datassential 500 Report, Datassential once again ranks the largest restaurant chains in the United States, finding the leaders by location count and the hottest names across 16 segments. Chain operators were invited to share unit and systemwide sales figures, and Datassential has supplemented those numbers with data from its analytics platforms, including and especially the Datassential Operators platform, as well as Concept Testing and Brand Performance. Publicly available brand data from securities filings, investor research, and franchise disclosures also informed Datassential estimates. Where specific chain information was not available, estimates were made based on growth rates seen in the industry overall and among similar chains.

AUV Calculation

Our AUV (average unit volume) measure is calculated by looking at estimated annual chain sales volume at the end of the year (December 31st) divided by an estimated average number of units open throughout the year. Note that this number is somewhat different than what might be found in chain marketing materials or what is used to estimate same store sales as we choose to include units that were only open during a fraction of the year due to opening or closing activity.

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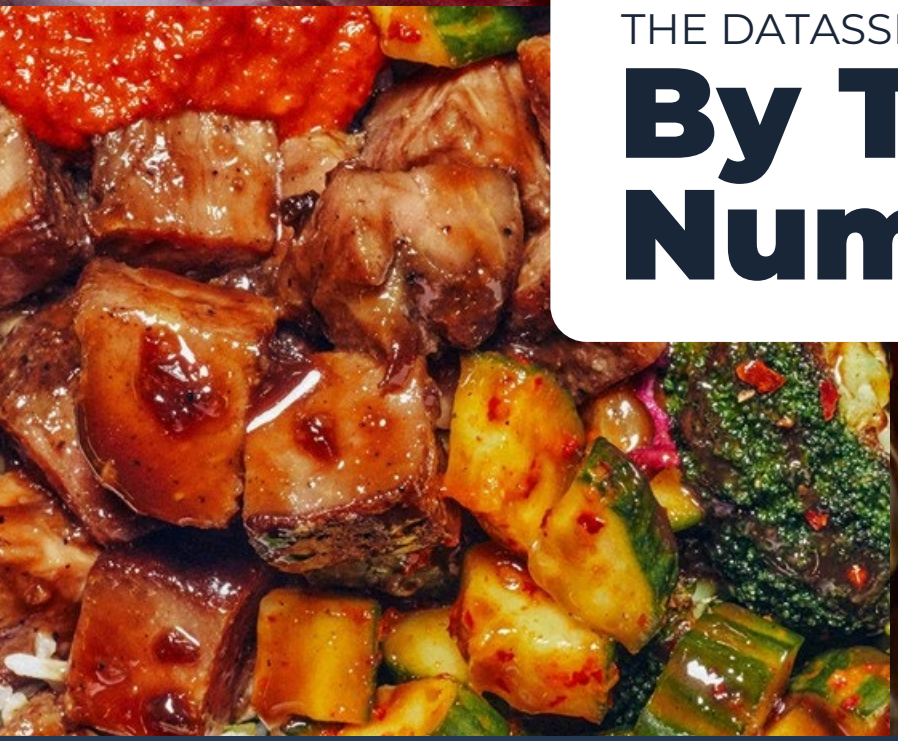




THE DATASSENTIAL 500

By The Numbers

84 American **67** Pizza
76 Desserts & Snacks
52 Coffee **39** Sandwich **36** Burger
36 Mexican **34** Salad & Healthy
24 Southern **22** Asian
15 Greek & Mediterranean **10** BBQ
19 Steak & Seafood **12** European







DATASSENTIAL 500 **AT A GLANCE**

TOTAL UNITS

243k+ units

+0.8% since Q4 2024

TOTAL SALES

$445.49 billion

+2.3% since Q4 2024

AVERAGE AUV

$1.81 million

+2.1% since Q4 2024

DATASSENTIAL 500 **AT A GLANCE**

Industry Segment Breakdown

1 QSR

174k+	$285b	$1.2m
Q4 2025 units	total sales	average AUV

2 Fast Casual

45k+	$79b	$1.5m
Q4 2025 units	total sales	average AUV

3 Midscale

10k+	$19b	$1.9m
Q4 2025 units	total sales	average AUV

4 Casual Dining

12k+	$49b	$3.4m
Q4 2025 units	total sales	average AUV

5 Upscale Casual

1k+	$9b	$6.5m
Q4 2025 units	total sales	average AUV

6 Fine Dining

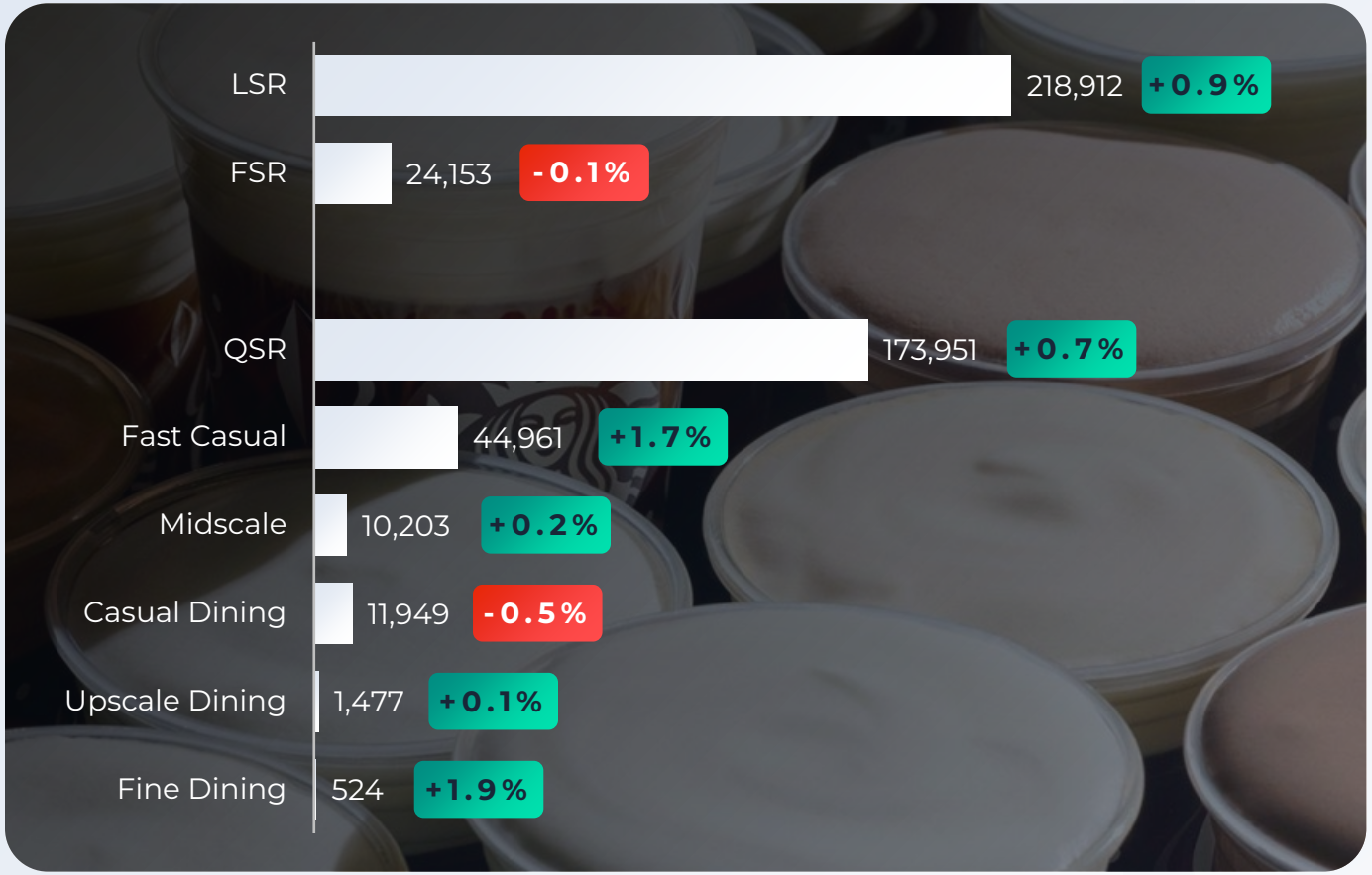
500+	$4b	$6.9m
Q4 2025 units	total sales	average AUV

DATASSENTIAL 500
AT A GLANCE

Units

TOTAL 2025 UNIT COUNT & 1-YEAR GROWTH

Industry Segments



TOTAL 2025 UNIT COUNT & 1-YEAR GROWTH

DS500 Reporting Segments

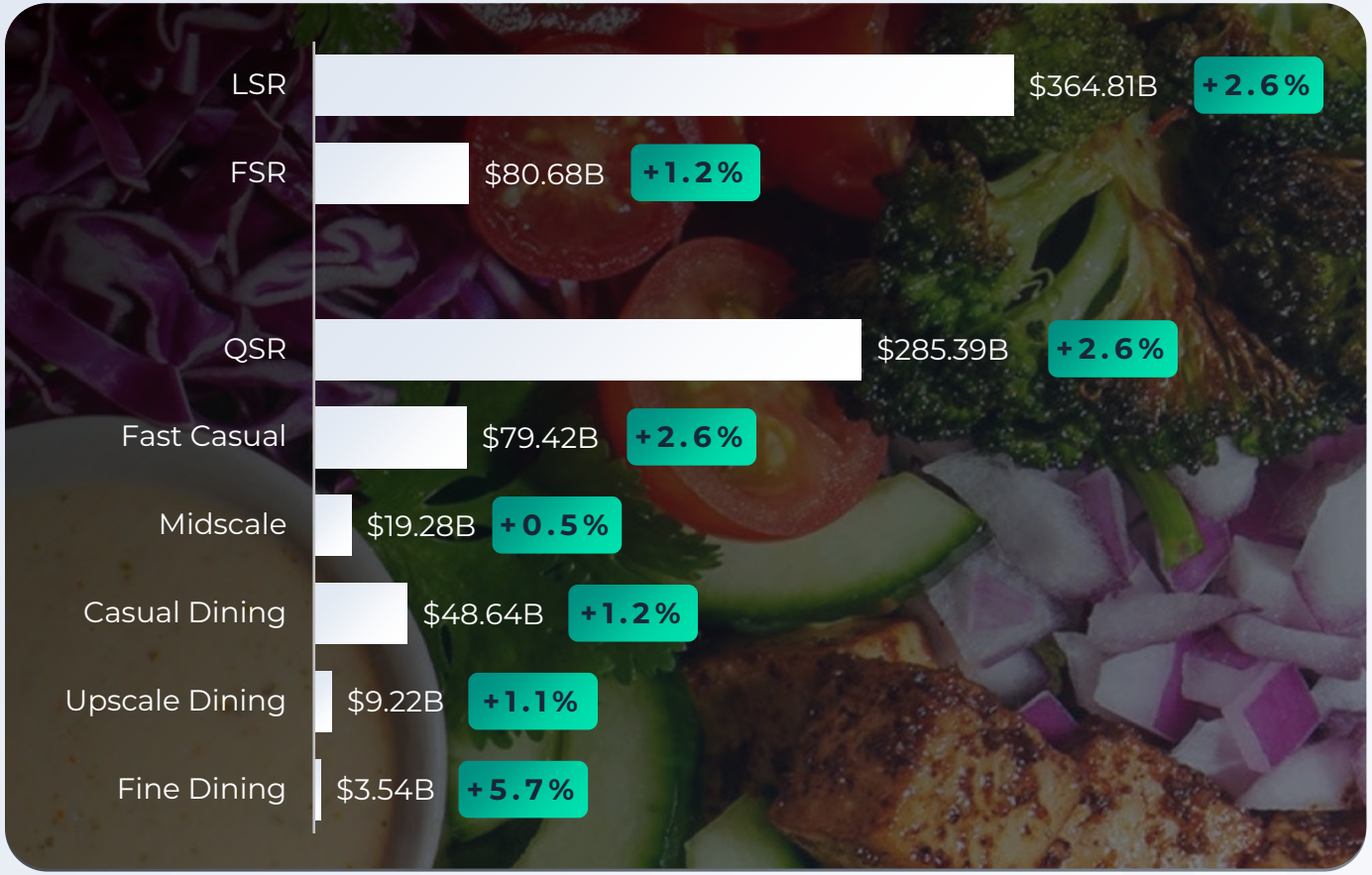
LSR Chicken	18,779	+4.6%
FSR Regional/Global	1,989	+3.6%
LSR Salad/Healthful	6,771	+3.3%
LSR Bakery/Café	4,689	+2.9%
LSR Regional/Global	9,186	+2.6%
LSR Coffee	3,6214	+2.1%
FSR Sports Bar	2,483	+1.6%
LSR Mexican	16,391	+1.4%
LSR Dessert/Snack	17,957	+1.3%
FSR Seafood/Steak	3,400	+0.0%
FSR Midscale	9,355	+0.0%
LSR Burger	43,663	-0.1%
LSR Pizza	30,276	-0.5%
FSR Italian/Pizza	2,121	-0.7%
LSR Sandwich	34,933	-1.1%
FSR American	4,858	-2.6%

DATASSENTIAL 500
AT A GLANCE

Sales

TOTAL 2025 SYSTEMWIDE SALES & 1-YEAR GROWTH

Industry Segments



TOTAL 2025 SYSTEMWIDE SALES & 1-YEAR GROWTH

DS500 Reporting Segments

FSR Regional/Global	$7.21B	+5.7%
LSR Coffee	$51.40B	+4.8%
LSR Dessert/Snack	$14.88B	+4.7%
LSR Regional/Global	$16.50B	+4.2%
LSR Chicken	$55.11B	+4.0%
LSR Mexican	$35.06B	+3.7%
LSR Salad/Healthful	$6.23B	+2.8%
LSR Sandwich	$29.54B	+2.1%
LSR Burger	$113.44B	+1.5%
FSR Italian/Pizza	$8.96B	+1.5%
FSR American	$21.35B	+1.2%
FSR Seafood/Steak	$17.40B	+1.2%
FSR Midscale	$17.53B	+0.3%
LSR Bakery/Café	$9.90B	-0.6%
LSR Pizza	$32.70B	-0.6%
FSR Sports Bar	$8.29B	-1.2%

DATASSENTIAL 500
AT A GLANCE

Industry Segments

QUICK-SERVICE

TOP-RANKED CHAINS (BY Q4 2025 UNIT COUNT)

Subway	18,592
McDonald's	13,612
Dunkin'	9,999
Taco Bell	7,998
Domino's Pizza	7,151

FASTEST GROWING CHAINS (BY 1Y UNIT GROWTH)

Smalls Sliders	114.3%
7 Brew	87.5%
Shah's Halal Food	76.7%
Wing Snob	54.8%
Parlor Doughnuts	52.4%
Swig	43.9%
Pure Green	39.2%
Paris Baguette	36.5%
Pollo Campero	35.5%
West Coast Sourdough	32.7%

FAST CASUAL

TOP-RANKED CHAINS (BY Q4 2025 UNIT COUNT)

Starbucks	16,911
Chipotle	3,726
Wingstop	2,586
Panera Bread	2,214
Tropical Smoothie Cafe	1,651

FASTEST GROWING CHAINS (BY 1Y UNIT GROWTH)

Toastique	58.3%
Dave's Hot Chicken	34.3%
Honeygrow	31.5%
Tous Les Jours	26.0%
Teriyaki Madness	26.0%
Sourdough And Company	23.8%
Mendocino Farms	22.2%
The Great Greek Mediterranean Grill	22.1%
Huey Magoo's Chicken Tenders	19.7%
Cava Grill	19.6%

MIDSCALE DINING

TOP-RANKED CHAINS (BY Q4 2025 UNIT COUNT)

Waffle House	2,025
IHOP	1,684
Denny's	1,270
Cracker Barrel	656
First Watch	633

FASTEST GROWING CHAINS (BY 1Y UNIT GROWTH)

Kura Revolving Sushi Bar	29.7%
Kyuramen	27.0%
Keke's Breakfast Cafe	21.2%
Eggs Up Grill	20.7%
First Watch	10.7%
Taziki's	7.1%
Metro Diner	6.5%
Bellacinos Pizza & Grinders	6.1%
Black Bear Diner	4.3%
Another Broken Egg Cafe	4.0%

CASUAL & FINE DINING

TOP-RANKED CHAINS (BY Q4 2025 UNIT COUNT)

Applebee's	1,475
Buffalo Wild Wings	1,397
Chili's	1,206
Olive Garden	936
Texas Roadhouse	684

FASTEST GROWING CHAINS (BY 1Y UNIT GROWTH)

KPOT Korean BBQ & Hot Pot	34.7%
North Italia	23.1%
Gen Korean Bbq House	18.6%
Bubba's 33	16.7%
Rock N Roll Sushi	9.7%
Firebirds Wood Fired Grill	7.7%
Fogo De Chao	6.6%
Walk-Ons Bistreaux & Bar	6.4%
Cooper's Hawk	6.1%
Chuy's Restaurant	5.8%

DATASSENTIAL 500
AT A GLANCE

Top 250 vs. Lower 250

Top 250: Key Stats

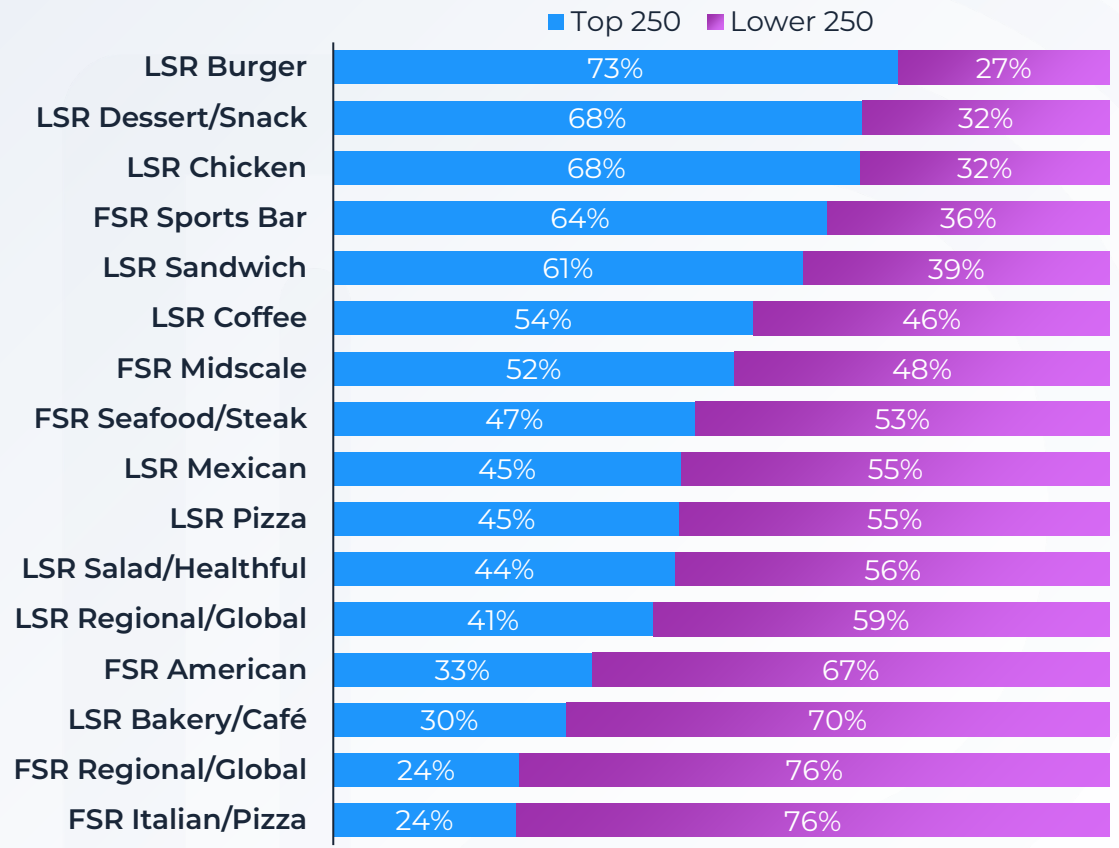
TOTAL UNITS	TOTAL SALES	AVG. AUV
226,560 units	**$416.25** billion	**$1.83** million
93.2% of 2026 Top 500 units	**93.4%** of 2026 Top 500 sales	**+1.8%** since 2024
+0.9% since 2024	**+3.0%** since 2024	

Lower 250: Key Stats

TOTAL UNITS	TOTAL SALES	AVG. AUV
16,505 units	**$29.24** billion	**$1.79** million
6.8% of 2026 Top 500 units	**6.6%** of 2026 Top 500 sales	**+2.3%** since 2024
+0.3% since 2024	**-6.2%** since 2024	

PROPORTIONS OF BRANDS IN THE TOP OR LOWER 250

DS500 Reporting Segments

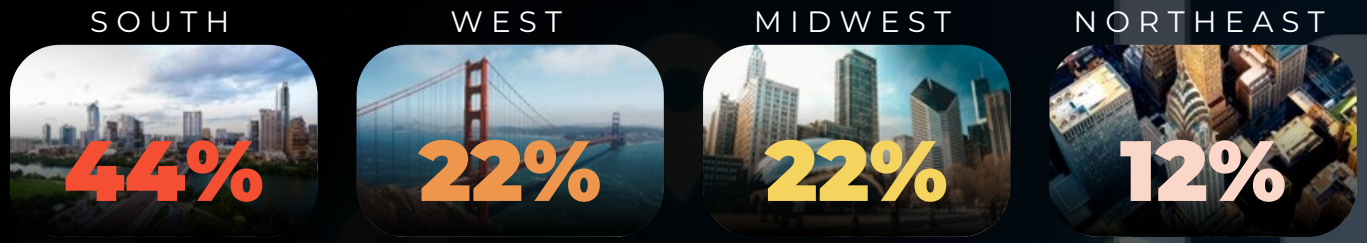


DATASSENTIAL 500 **AT A GLANCE**

Regional Distribution

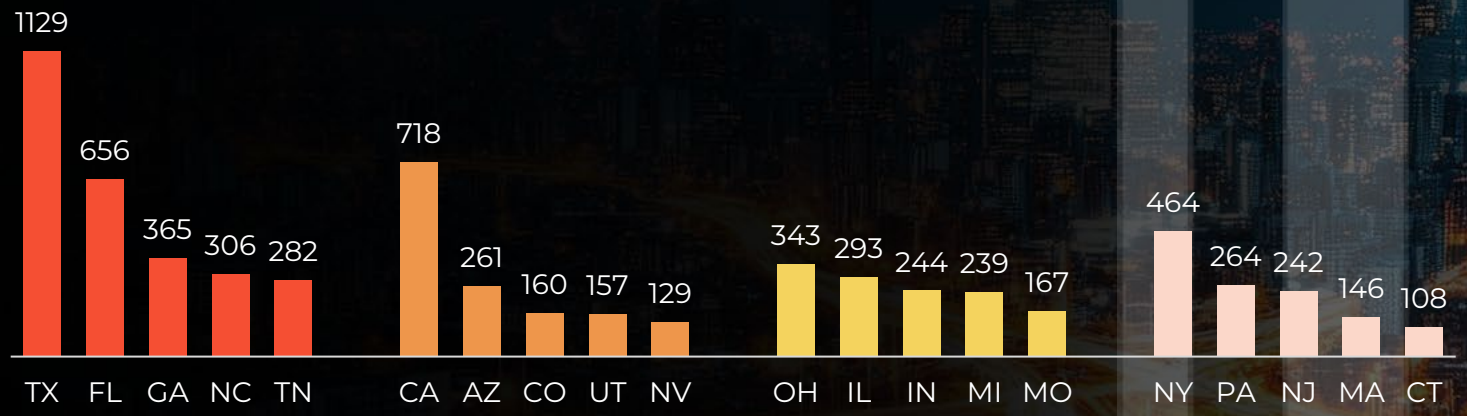
Regional Unit Distribution For Top 500 Chains

(among all units from Top 500 chains in 2025)



Top 5 States Per Region With The Most New Openings In 2025

(among 8900+ new units from Top 500 chains with founded dates in 2025)



DATASSENTIAL 500
AT A GLANCE

Regional Favorites

Brands with over 50% of their domestic locations concentrated in a single region.

TOP-RANKED CHAINS (BY Q4 2025 UNIT COUNT)

WEST		SOUTH		MIDWEST		NORTHEAST	
Jack In The Box	2,131	Sonic Drive-In	3,412	Culver's	1,041	Dunkin'	9,999
Dutch Bros Coffee	1,136	Papa Johns	3,294	Scooter's Coffee	906	Rita's Ice	552
Papa Murphy's	1,014	Chick-fil-A	3,287	Tim Hortons	683	Playa Bowls	372
Carl's Jr	986	Popeyes	3,196	Caribou Coffee	494	Carvel	360
Jamba	710	Waffle House	2,025	Jet's Pizza	474	Fox's Pizza Den	198
Del Taco	576	Tropical Smoothie Cafe	1,651	Biggby Coffee	461	Philly Pretzel Factory	162
El Pollo Loco	503	Hardee's	1,544	Bob Evans	423	Bubbakoo's Burritos	145
Wetzel's Pretzels	450	Firehouse Subs	1,276	Noodles & Co	423	Primo Hoagies	125

FASTEST GROWING CHAINS (BY 1Y UNIT GROWTH)

Swig	+43.9%	Smalls Sliders	+114.3%	Wing Snob	+54.8%	Shah's Halal Food	+76.7%
West Coast Sourdough	+32.7%	7 Brew	+87.5%	Abelardo's Mexican Fresh	+21.6%	Honeygrow	+31.5%
Mendocino Farms	+22.2%	Parlor Doughnuts	+52.4%	Pulp Juice and Smoothie Bar	+12.9%	Playa Bowls	+28.3%
Gen Korean BBQ House	+18.6%	Pollo Campero	+35.5%	Biggby Coffee	+11.9%	Van Leeuwen Artisan Ice Cream	+21.8%
Dutch Bros Coffee	+15.7%	North Italia	+23.1%	Pita Way	+10.0%	Tatte Bakery and Cafe	+18.4%

DATASSENTIAL 500
AT A GLANCE

Geotype Favorites

Brands with over 50% of their domestic locations concentrated in a single geotype.

TOP-RANKED CHAINS (BY Q4 2025 UNIT COUNT)

SUBURBAN		URBAN		RURAL	
Chick-fil-A	3,287	Jack In The Box	2,131	Hardee's	1,544
Waffle House	2,025	Carl's Jr	986	Jack's Family Restaurants	275
Tropical Smoothie Cafe	1,651	Jamba	710	Huddle House	258
Buffalo Wild Wings	1,397	Del Taco	576	Simple Simon's Pizza	221
Firehouse Subs	1,276	El Pollo Loco	503	Pizza Ranch	219
Smoothie King	1,242	Potbelly	470	Fox's Pizza Den	198
Chili's	1,206	Wetzel's Pretzels	450	Aroma Joe's Coffee	130
Marco's Pizza	1,184	In-N-Out Burger	423	Beef O Bradys	125

FASTEST GROWING CHAINS (BY 1Y UNIT GROWTH)

Smalls Sliders	+114.3%	Toastique	+58.3%	Ellianos Coffee Co	+13.6%
7 Brew	+87.5%	Pure Green	+39.2%	Aroma Joe's Coffee	+9.2%
Parlor Doughnuts	+52.4%	Paris Baguette	+36.5%	Fox's Pizza Den	+3.1%
KPOT Korean BBQ and Hot Pot	+34.7%	Pollo Campero	+35.5%	Jack's Family Restaurants	+3.0%
Kyuramen	+27.0%	Dave’s Hot Chicken	+34.3%	Snappy Tomato Pizza	+2.3%

DATASSENTIAL 500 **AT A GLANCE**

Consumer Perception Winners

1 Food Quality

(% rating “best in class” or “above average”; February 2026)







2 Last Visit Rating

(% rating their last visit as “excellent” or “very good”; February 2026)







3 Value For The Dollar

(% rating “best in class” or “above average”; February 2026)







DATASSENTIAL 500 **AT A GLANCE**

Standout LTOs & Other Menu Launches

SCORE a composite measure of consumer appeal for each LTO or new menu item, based on metrics like purchase intent, value, uniqueness, etc.













DATASSENTIAL 500 **AT A GLANCE**

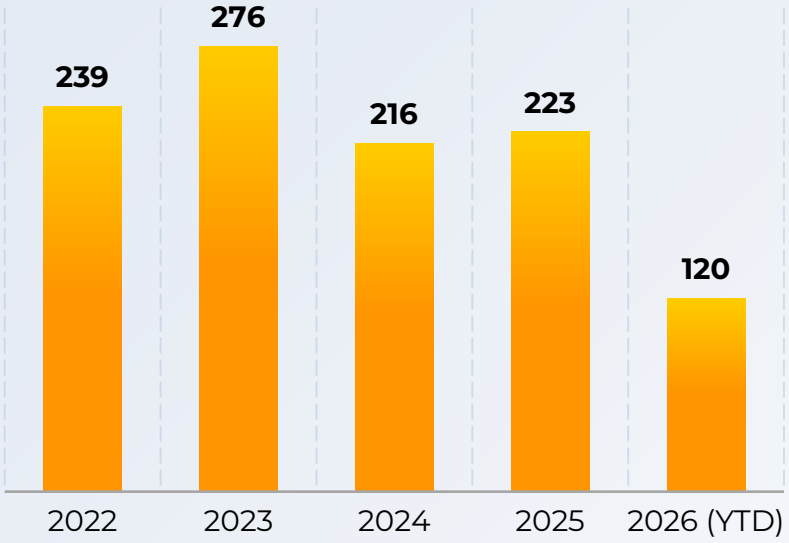
Standout Combo & Value Menu Launches

SCORE a composite measure of consumer appeal for each LTO or new menu item, based on metrics like purchase intent, value, uniqueness, etc.

In 2025, Top Chains Released...

223

Combo or Value LTOs, Returning Items, or Other Menu Launches











DATASSENTIAL 500 **AT A GLANCE**

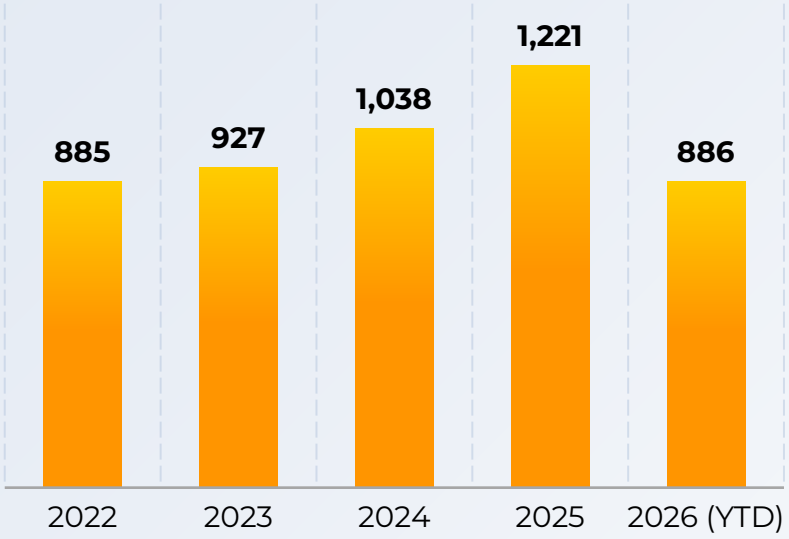
Standout Beverage Menu Launches

SCORE a composite measure of consumer appeal for each LTO or new menu item, based on metrics like purchase intent, value, uniqueness, etc.

In 2025, Top Chains Released...

1,221

Beverage LTOs, Returning Items, or Other Menu Launches











TOP 10

Largest Chains By Total Units



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	2025 Q4 UNITS
1	**Subway**	QSR	LSR Sandwich	18,592
2	**Starbucks**	Fast Casual	LSR Coffee	16,911
3	**McDonald's**	QSR	LSR Burger	13,612
4	**Dunkin'**	QSR	LSR Coffee	9,999
5	**Taco Bell**	QSR	LSR Mexican	7,998
6	**Domino's Pizza**	QSR	LSR Pizza	7,151
7	**Burger King**	QSR	LSR Burger	6,649
8	**Pizza Hut**	QSR	LSR Pizza	6,267
9	**Wendy's**	QSR	LSR Burger	5,969
10	**Little Caesars**	QSR	LSR Pizza	4,337

TOP 10

Chains By Absolute Net Unit Addition



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	1Y NET UNIT ADDITION
1	**Wingstop**	Fast Casual	LSR Chicken	382
2	**7 Brew**	QSR	LSR Coffee	281
3	**Jersey Mike's**	QSR	LSR Sandwich	238
4	**Dunkin'**	QSR	LSR Coffee	231
5	**Chick-fil-A**	QSR	LSR Chicken	178
6	**Dutch Bros Coffee**	QSR	LSR Coffee	154
7	**Taco Bell**	QSR	LSR Mexican	151
8	**Domino's Pizza**	QSR	LSR Pizza	137
9	**Tropical Smoothie Cafe**	Fast Casual	LSR Salad/Healthful	136
10	**Nothing Bundt Cakes**	QSR	LSR Dessert/Snack	118

TOP 10

Largest Chains By Systemwide Sales



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	2025 Q4 SALES
1	**McDonald's**	QSR	LSR Burger	$54,684,000,000
2	**Starbucks**	Fast Casual	LSR Coffee	$27,130,000,000
3	**Chick-fil-A**	QSR	LSR Chicken	$24,390,253,000
4	**Taco Bell**	QSR	LSR Mexican	$15,971,311,780
5	**Dunkin'**	QSR	LSR Coffee	$13,720,000,000
6	**Chipotle**	Fast Casual	LSR Mexican	$11,925,601,000
7	**Wendy's**	QSR	LSR Burger	$11,857,633,000
8	**Burger King**	QSR	LSR Burger	$10,985,000,000
9	**Domino's Pizza**	QSR	LSR Pizza	$9,904,455,000
10	**Subway**	QSR	LSR Sandwich	$9,415,900,000

TOP 10

Chains With The Highest AUV



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	2025 AUV
1	**Cheesecake Factory**	Upscale Casual	FSR American	$12,464,000
2	**The Capital Grille**	Fine Dining	FSR Seafood/Steak	$10,444,907
3	**Yard House**	Casual Dining	FSR American	$9,916,555
4	**Fogo De Chao**	Fine Dining	FSR Regional/Global	$9,898,185
5	**Maggiano's Little Italy**	Upscale Casual	FSR Italian/Pizza	$9,831,000
6	**Cooper's Hawk**	Upscale Casual	FSR American	$9,259,930
7	**Texas Roadhouse**	Casual Dining	FSR Seafood/Steak	$8,687,000
8	**Portillo's Hot Dogs**	Fast Casual	LSR Sandwich	$8,500,000
9	**Lazy Dog Restaurant and Bar**	Upscale Casual	FSR American	$8,382,570
10	**Texas De Brazil**	Fine Dining	FSR Regional/Global	$7,748,304

TOP 10

Fastest Growing Chains By Unit



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	1Y UNIT CAGR
1	**Smalls Sliders**	QSR	LSR Burger	+114.3%
2	**7 Brew**	QSR	LSR Coffee	+87.5%
3	**Shah's Halal Food**	QSR	LSR Regional/Global	+76.7%
4	**Toastique**	Fast Casual	LSR Salad/Healthful	+58.3%
5	**Wing Snob**	QSR	LSR Chicken	+54.8%
6	**Parlor Doughnuts**	QSR	LSR Coffee	+52.4%
7	**Swig**	QSR	LSR Dessert/Snack	+43.9%
8	**Pure Green**	QSR	LSR Salad/Healthful	+39.2%
9	**Paris Baguette**	QSR	LSR Bakery/Café	+36.5%
10	**Pollo Campero**	QSR	LSR Chicken	+35.5%

TOP 10

Fastest Growing Chains By Sales



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	1Y SALES CAGR
1	**7 Brew**	QSR	LSR Coffee	+139.0%
2	**Toastique**	Fast Casual	LSR Salad/Healthful	+75.3%
3	**Hummus Republic**	Fast Casual	LSR Regional/Global	+69.7%
4	**Playa Bowls**	QSR	LSR Salad/Healthful	+63.8%
5	**Swig**	QSR	LSR Dessert/Snack	+60.5%
6	**Kyuramen**	Midscale	FSR Regional/Global	+56.8%
7	**Honeygrow**	Fast Casual	LSR Salad/Healthful	+55.3%
8	**Pure Green**	QSR	LSR Salad/Healthful	+46.8%
9	**Dave's Hot Chicken**	Fast Casual	LSR Chicken	+44.6%
10	**Tous Les Jours**	Fast Casual	LSR Bakery/Café	+43.8%

TOP 10

Emerging High-Growth Chains (100-500 Units)



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	2025 Q4 UNITS	1Y UNIT CAGR
1	**Shah's Halal Food**	QSR	LSR Regional/Global	129	+76.7%
2	**Swig**	QSR	LSR Dessert/Snack	141	+43.9%
3	**Paris Baguette**	QSR	LSR Bakery/Café	269	+36.5%
4	**Pollo Campero**	QSR	LSR Chicken	149	+35.5%
5	**KPOT Korean BBQ and Hot Pot**	Casual Dining	FSR Regional/Global	128	+34.7%
6	**Dave's Hot Chicken**	Fast Casual	LSR Chicken	329	+34.3%
7	**Playa Bowls**	QSR	LSR Salad/Healthful	372	+28.3%
8	**Tous Les Jours**	Fast Casual	LSR Bakery/Café	189	+26.0%
9	**Teriyaki Madness**	Fast Casual	LSR Regional/Global	199	+25.9%
10	**Ledo Pizza**	QSR	LSR Pizza	167	+22.8%

TOP 10

Emerging High-Growth Chains (Under 100 Units)



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	2025 Q4 UNITS	1Y UNIT CAGR
1	**Smalls Sliders**	QSR	LSR Burger	45	+114.3%
2	**Toastique**	Fast Casual	LSR Salad/Healthful	57	+58.3%
3	**Wing Snob**	QSR	LSR Chicken	65	+54.8%
4	**Parlor Doughnuts**	QSR	LSR Coffee	96	+52.4%
5	**Pure Green**	QSR	LSR Salad/Healthful	71	+39.2%
6	**West Coast Sourdough**	QSR	LSR Sandwich	65	+32.7%
7	**Honeygrow**	Fast Casual	LSR Salad/Healthful	71	+31.5%
8	**The Halal Shack**	QSR	LSR Regional/Global	46	+31.4%
9	**Kura Revolving Sushi Bar**	Midscale	FSR Regional/Global	83	+29.7%
10	**Kyuramen**	Midscale	FSR Regional/Global	47	+27.0%

TOP 10

Chains That Released The Most LTOs



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	# OF 2025 MENU RELEASES
1	**Scooter's Coffee**	QSR	LSR Coffee	122
2	**Taco Bell**	QSR	LSR Mexican	107
3	**Dutch Bros Coffee**	QSR	LSR Coffee	102
4	**Krispy Kreme**	QSR	LSR Coffee	89
5	**Jack In The Box**	QSR	LSR Burger	77
6	**Tim Hortons**	QSR	LSR Coffee	76
7	**Starbucks**	Fast Casual	LSR Coffee	74
8	**Caribou Coffee**	QSR	LSR Coffee	67
9	**La Madeleine French Bakery**	Fast Casual	LSR Bakery/Café	66
10	**Biggby Coffee**	QSR	LSR Coffee	63

TOP 10

Chains Ranked By Average LTO Scores



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	AVERAGE LTO SCORE
1	**Cheddar's Scratch Kitchen**	Casual Dining	FSR American	93.0
2	**Habit Burger & Grill**	Fast Casual	LSR Burger	84.8
3	**Captain D's**	QSR	LSR Regional/Global	82.8
4	**Fazoli's**	Fast Casual	LSR Regional/Global	82.1
5	**Checkers And Rally's**	QSR	LSR Burger	80.1
6	**Huddle House**	Midscale	FSR Midscale	78.9
7	**On The Border**	Casual Dining	FSR Regional/Global	77.6
8	**Smashburger**	Fast Casual	LSR Burger	76.5
9	**Piada Italian Street Food**	Fast Casual	LSR Regional/Global	76.2
10	**Church's Texas Chicken**	QSR	LSR Chicken	75.7

TOP 10

Chains That Released The Most Value LTOs



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	# OF COMBO / VALUE LTOS
1	**Jack In The Box**	QSR	LSR Burger	27
2	**Farmer Boys Restaurant**	Fast Casual	LSR Burger	15
3	**KFC**	QSR	LSR Chicken	14
4	**Popeyes**	QSR	LSR Chicken	10
5	**Taco Bell**	QSR	LSR Mexican	10
6	**Long John Silver's**	QSR	LSR Regional/Global	9
7	**Braum's**	Midscale	FSR Midscale	8
8	**Taco Bueno**	QSR	LSR Mexican	8
9	**Captain D's**	QSR	LSR Regional/Global	6
10	**Carrabba's**	Upscale Casual	FSR Italian/Pizza	6

TOP 10

Chains That Released The Most N/A Beverage LTOs



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	# OF BEVERAGE LTOS
1	**Scooter's Coffee**	QSR	LSR Coffee	105
2	**Dutch Bros Coffee**	QSR	LSR Coffee	96
3	**Starbucks**	Fast Casual	LSR Coffee	58
4	**Caribou Coffee**	QSR	LSR Coffee	57
5	**Coffee Bean And Tea Leaf**	QSR	LSR Coffee	56
6	**Biggby Coffee**	QSR	LSR Coffee	49
7	**Tim Hortons**	QSR	LSR Coffee	43
8	**Peet's Coffee & Tea**	QSR	LSR Coffee	39
9	**Dunkin'**	QSR	LSR Coffee	29
10	**Smoothie King**	QSR	LSR Salad/Healthful	24

TOP 10

Chains With The Most Balanced Region Footprint



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	LARGEST UNIT SHARE IN A REGION
1	**Tous Les Jours**	Fast Casual	LSR Bakery/Café	30%
2	**Baskin Robbins**	QSR	LSR Dessert/Snack	32%
3	**bb.q Chicken**	Fast Casual	LSR Chicken	33%
4	**Sweetgreen**	Fast Casual	LSR Salad/Healthful	33%
5	**Shake Shack**	Fast Casual	LSR Burger	33%
6	**Quiznos Subs**	Fast Casual	LSR Sandwich	34%
7	**Blimpie**	QSR	LSR Sandwich	34%
8	**Applebee's**	Casual Dining	FSR American	34%
9	**Benihana**	Upscale Casual	FSR Regional/Global	34%
10	**The Original Pancake House**	Midscale	FSR Midscale	34%

TOP 10

Chains With The Broadest Off-Premise Footprint



	CHAIN NAME	SEGMENT	REPORTING SEGMENT	OFF-PREMISE COVERAGE
1	**Bill Miller Bar-B-Q**	QSR	LSR Regional/Global	100%
2	**Fazoli's**	Fast Casual	LSR Regional/Global	99%
3	**Sonic Drive-In**	QSR	LSR Burger	99%
4	**Jason's Deli**	Fast Casual	LSR Sandwich	99%
5	**McDonald's**	QSR	LSR Burger	99%
6	**El Pollo Loco**	QSR	LSR Mexican	98%
7	**Taco Cabana**	QSR	LSR Mexican	98%
8	**Zaxby's**	Fast Casual	LSR Chicken	98%
9	**Pollo Tropical**	QSR	LSR Chicken	98%
10	**Schlotzsky's**	Fast Casual	LSR Sandwich	98%

INTRODUCING THE 2026

Datassential 500 Awards

Datassential's annual award program spotlighting the most dynamic brands shaping the present—and future—of foodservice.



HOW WERE THE WINNERS CHOSEN?

Award winners were identified using Datassential's suite of proprietary data, covering brands and LTOs as well as continuous tracking of 18,000+ U.S. chains and publicly available brand information. Winners reflect the strongest performers across consumer sentiment, menu innovation, unit and sales growth, category-level excellence, and more.

ANNOUNCING THE **2026**

Datassential 500 Award Winners

AMERICA'S FAVORITE CHAIN

Chick-fil-A

The chain with the strongest consumer ratings across all major metrics, from food quality to value and experience.



GEN Z'S FAVORITE CHAIN

In-N-Out

The chain with the strongest ratings among Gen Z consumers across all major metrics, from food quality to value and experience.



ANNOUNCING THE **2026**

Datassential 500 Award Winners

AMERICA'S MOST CRAVED CHAIN

Nothing Bundt Cakes

The chain that earns top marks for craveable, consistently great-tasting food.



AMERICA'S MOST UNIQUE RESTAURANT MENU

Jeremiah's Italian Ice

The chain rated by consumers as having the most original and innovative menu offerings.



AMERICA'S BEST RESTAURANT EXPERIENCE

Texas Roadhouse

The chain that earns top ratings for great service, ambiance, and guest experience.



ANNOUNCING THE **2026**

Datassential 500 Award Winners

AMERICA'S VALUE LEADER

Little Caesars

The chain that earns top ratings on affordability and value-for-money perception.



AMERICA'S VALUE INNOVATOR

Taco Bell

The chain that stands out for launching the most effective value-driven LTOs and menu offerings.



AMERICA'S RESTAURANT INNOVATION LEADER

Arby's

The chain with the strongest-performing limited-time offers and menu releases across metrics like purchase intent, uniqueness, draw, and value.



ANNOUNCING THE **2026**

Datassential 500 Award Winners

AMERICA'S BEST BURGER CHAIN
Culver's

The burger brand with the strongest growth, alongside strong consumer ratings for taste and satisfaction.



AMERICA'S BEST CHICKEN CHAIN
Wingstop

The chicken brand with the strongest growth, alongside stellar consumer ratings for taste and satisfaction.



AMERICA'S BEST PIZZA CHAIN
Domino's

The pizza brand with the strongest growth, alongside high consumer ratings for taste and satisfaction.



ANNOUNCING THE **2026**

Datassential 500 Award Winners

AMERICA'S BEST COFFEE CHAIN

7 Brew

The coffee brand with the strongest growth, alongside high consumer ratings for taste and satisfaction.



AMERICA'S BEST IN BEVERAGE

Swig

The beverage-focused concept with the strongest growth and most unique, exciting drinks.



AMERICA'S BEST HEALTHY CHAIN

CAVA

The chain that ranks high when consumers crave healthy, better-for-you, or plant-forward dining.



ANNOUNCING THE **2026**

Datassential 500 Award Winners

AMERICA'S
INDULGENCE LEADER

Parlor Doughnuts

The chain that excels at affordable everyday indulgence through small, rewarding treats, sweets, or beverage-led moments.



AMERICA'S
COCKTAIL INNOVATION LEADER

Applebee's

The chain that earns top consumer scores for purchase intent, uniqueness, draw, and value across its alcoholic beverage limited-time offers and menu releases.



America's Favorite Chain	Chick-fil-A
Gen Z's Favorite Chain	In-N-Out
America's Most Craved Chain	Nothing Bundt Cakes
America's Most Unique Restaurant Menu	Jeremiah's Italian Ice
America's Best Restaurant Experience	Texas Roadhouse
America's Value Leader	Little Caesars
America's Value Menu Innovator	Taco Bell
America's Restaurant Innovation Leader	Arby's
America's Best Burger Chain	Culver's
America's Best Chicken Chain	Wingstop
America's Best Pizza Chain	Domino's
America's Best Coffee Chain	7 Brew
America's Best In Beverage	Swig
America's Best Healthy Chain	CAVA
America's Indulgence Leader	Parlor Doughnuts
America's Cocktail Innovation Leader	Applebee's



DATASSENTIAL 500 AWARDS

A first-of-its-kind recognition program spotlighting the most dynamic brands shaping the future of foodservice

Top 500 Chains Summary

Throughout 2025, the era of post-pandemic resilience gave way to a more sobering reality: even the Top 500 chains struggled to turn sales gains into real, inflation-adjusted growth.

For the past several years, the largest restaurant chains in the U.S. have generally outpaced inflation, relying on disciplined sales growth despite modest unit expansion. In 2025, that pattern broke. Collectively, the Datassential 500 grew systemwide sales by just 2.3%, down from 4.7% in 2024 and below the 3.8% food-away-from-home inflation rate. In real terms, that equates to an estimated 1.5% contraction—the first time in our recent tracking that the largest chains, in aggregate, lost real share of the U.S. consumer's foodservice wallet.

That headline understates the breadth of the slowdown. Just over half (52%) of Datassential 500 brands posted nominal sales growth in 2025, down from 71% a year prior, and only 34% managed to outpace inflation. Meanwhile, 241 brands posted nominal sales declines, up from 139 in 2024. Even the industry's largest players struggled in a softer consumer environment.

Unit trends told a similar story. Net unit growth across the Datassential 500 was a slim +0.8%, which was lower than the same figure from 2024, and growth was far less broad-based. Only 70 chains posted double-digit unit growth, down from 108, and just 240 chains added at least one new domestic unit, versus 300+ the year before.

The split between larger and smaller chains was especially stark. Top 250 chains grew aggregate sales by 3.0%, while the Lower 250 saw sales fall 6.2% and managed only marginal unit growth of 0.3%—leaving smaller chains squeezed on both fronts, a dynamic that could drive more closures, pullbacks, or consolidation in 2026.







Notable Developments & Rank Changes









The top of this year's Datassential 500 ranking remained mostly stable, but real movement continued to take place just beneath the surface – led, again, by the same names that have defined the past two years of expansion.

Within the top 25, the most notable moves were **Chipotle** climbing one position to overtake **KFC** for #12 (the brands swapped places), and **Chick-fil-A** rising two spots to #16. **Wingstop** continued its rise, climbing two spots to #22 after surpassing 2,500 units, while **Jersey Mike's** moved up to #18 following its major acquisition and confidential IPO filing.

This year, **Raising Cane's** fully surpassed the top 50 threshold (#49), while the biggest top-100 mover was **7 Brew**, which jumped 41 spots to #64. **Cava** also gained significant ground, rising 11 spots to #85 after adding 72 net new units. New entrants to the top 100 included **Playa Bowls** and **Carvel**.

Other notable top-100 unit growers included **Dutch Bros** (#39), **Biggby Coffee** (#81), **Shake Shack** (#89), **Shipley Do-Nuts** (#91), and **First Watch** (#63).

THE 2026 **DATASSENTIAL 500**

New Additions To The Top 500

This year, the Datassential 500 welcomed 20 emerging brands to its annual ranking, with Mediterranean and halal concepts standing out as the clearest theme among new entrants. Five additions **(Hummus Republic, The Halal Shack, Pita Way, Naz's Halal Food, and Shah's Halal Food)** came from the Mediterranean/halal space, underscoring how quickly these flavors have moved into the mainstream. **Gen Korean BBQ House** added another global-growth story, reflecting continued consumer interest in Asian cuisines and more experiential dining formats. Health-forward concepts like **Juiceland**, **3Natives**, and **Toastique** are also represented on this list, extending the momentum behind "permissible indulgence" brands that pair wellness cues with craveability. Two upscale full-service brands also entered the ranking: **True Food Kitchen**, which has recently leaned into a seed-oil-free positioning, and **North Italia**, the Cheesecake Factory-owned concept that grew units 23% in 2025. Taken together, this year's additions reflect the consumer trends shaping growth in 2025 and beyond: global flavors, health-conscious indulgence, ingredient transparency, and highly shareable concepts.

CHAIN NAME	REPORTING SEGMENT	CHAIN NAME	REPORTING SEGMENT
Marylou's	LSR Coffee	**Hummus Republic**	LSR Regional/Global
Sarpino's Pizzeria	LSR Pizza	**The Halal Shack**	LSR Regional/Global
Snappy Tomato Pizza	LSR Pizza	**3Natives**	LSR Salad/Healthful
True Food Kitchen	FSR American	**Pita Way**	LSR Regional/Global
North Italia	FSR Italian/Pizza	**Wing Snob**	LSR Chicken
Abelardo's Mexican Fresh	LSR Mexican	**Naz's Halal Food**	LSR Regional/Global
Gen Korean BBQ House	FSR Regional/Global	**Toastique**	LSR Salad/Healthful
Juiceland	LSR Salad/Healthful	**Chip City**	LSR Dessert/Snack
Tatte Bakery and Cafe	LSR Bakery/Café	**Shah's Halal Food**	LSR Regional/Global
The Toasted Yolk Cafe	FSR Midscale	**Smalls Sliders**	LSR Burger

THE 2026 **DATASSENTIAL 500**

Chains No Longer In The Top 500

On the other end of the spectrum, 24 brands fell below the Datassential 500's 44-unit cutoff this year. Most of these exits reflect three broader pressures: continued casual dining contraction, the long erosion of mall- and office-dependent formats, and fading momentum among novelty-driven concepts that continue to see heavy competition. Full-service brands such as **Fuddruckers**, **Uno Pizzeria**, **Buca di Beppo**, and **Smokey Bones** dropped off alongside aging daytime and mall-based chains like **Au Bon Pain**, **Roy Rogers**, and **Nature's Table**. Several recent dessert, beverage, and juice-focused concepts also fell out of this year's rankings despite being on-trend, suggesting that rapid, trend-driven expansion isn't always easy to sustain.

CHAIN NAME	REPORTING SEGMENT	CHAIN NAME	REPORTING SEGMENT
Fuddruckers	FSR American	**Smokey Bones Bar & Fire Grill**	FSR Regional/Global
Au Bon Pain	LSR Bakery/Café	**Beach Hut Deli**	LSR Sandwich
Uno Pizzeria	FSR Italian/Pizza	**Nature's Table**	LSR Salad/Healthful
Mimi's Bistro & Bakery	FSR Midscale	**Primanti Bros.**	FSR American
Roy Rogers Restaurant	LSR Chicken	**Wahlburgers**	FSR American
Shakey's Pizza Parlor	FSR Italian/Pizza	**Kneaders Bakery & Cafe**	LSR Bakery/Café
Pick Up Stix	LSR Regional/Global	**Juice Press**	LSR Salad/Healthful
Le Peep	FSR Midscale	**Hokulia Shave Ice**	LSR Dessert/Snack
Sandella's	LSR Sandwich	**Sno Biz**	LSR Dessert/Snack
Wahoo's Fish Taco	LSR Mexican	**Waffle Cabin**	LSR Dessert/Snack
Buca Di Beppo	FSR Italian/Pizza	**Mr. Wish**	LSR Coffee
Savvy Sliders	LSR Burger	**Dunn Bros Coffee**	LSR Coffee

THE 2026 **DATASSENTIAL 500**

Chains to Watch

As always, the Datassential 500 ranks chains by U.S. location count rather than sales. This year's cutoff was 44 domestic units, meaning several promising brands just missed the mark. If their growth continues, they're strong contenders to join the list next year. Here are a few chains to watch:

1. **Maman (New York, NY):** A French-inspired café and bakery known for its signature nutty chocolate chip cookie, fresh pastries, and rotating seasonal salads and sandwiches. **43 units as of Q4 2025**.
2. **Curry Pizza House (Fresno, CA):** An Indian-American fusion concept layering curry-spiced flavors onto pizza, with bestsellers like tandoori chicken and tikka masala. **38 units as of Q4 2025.**
3. **Flower Child (Phoenix, AZ):** A health-focused fast casual concept built around grain bowls, salads, and plates made with organic vegetables and clean-label proteins. **42 units as of Q4 2025.**
4. **Naya (New York, NY):** A fast casual Mediterranean concept serving Lebanese-inspired pita sandwiches, grain bowls, and platters with chicken shawarma and falafel. **38 units as of Q4 2025.**
5. **Blank Street Coffee (New York, NY):** A tech-forward specialty coffee chain known for sleek micro-stores, app-first ordering, and viral matcha and oat-milk lattes. **41 units as of Q4 2025.**











DATASSENTIAL 500 **MEGATREND**

Evolution of the Ongoing Value War

A year ago, we wrote that the 2024 Value War was defined by aggressive, agile, and headline-grabbing pricing tactics. We also warned that "over-fixating on low prices is a race to the bottom – and one that's difficult to win, let alone sustain." In 2025, the top 500 chains learned that lesson in real time.

The macroeconomic picture in 2025 was, in many ways, a continuation of 2024's pressures rather than a meaningful break from them. Food-away-from-home inflation came in at 3.8% for the year ending December 2025, slightly lower than the average throughout 2024 but more elevated compared to the 3.5% historical average. Food and labor costs remain operators' most pressing operational challenges month-to-month, according to Datassential's Table Stakes tracker. Consumer confidence remained fragile. Compounding this shift is the emergence—and continued widening—of what many call a K-shaped economy, in which consumer spending diverges sharply by income level. According to Datassential research, by the end of 2025, fewer than half of low-income households said their income covered all of their expenses, compared with 79% of high-income households. Nearly two-thirds of low-income consumers also said they were financially stressed and could not absorb any further price increases.

This challenging economic backdrop showed up plainly in this year's Datassential 500 performance figures: collectively, the top 500 chains grew nominal sales by just 2.3% in 2025—sharply below both the 4.7% posted in 2024 and the 3.8% inflation rate. More than anything, it pushed value to the center of the industry conversation, sparking a more intense and more strategic focus than the sector has seen in years, and a Value War that looked very different in its second act.



DATA SNAPSHOT
The Real Cost of Value

3.8%
FOOD AWAY-FROM-HOME INFLATION RATE

2.3%
NOMINAL SALES GROWTH FOR THE DATASSENTIAL 500

-1.5%
REAL SALES GROWTH FOR THE DATASSENTIAL 500

The distribution underneath that headline number is just as revealing. Only 52% of brands in the Datassential 500 grew their nominal sales in 2025, down from 71% the year prior.

Just 34% of chains beat the 3.8% inflation rate with their systemwide sales figures in 2025. 241 chains – nearly half of the top 500 – posted year-over-year nominal sales declines, meaning their real performance was even worse. The pain was unevenly distributed: among Top 250 chains (the largest, most established brands), average sales growth was +3.0%, while among Lower 250 chains (smaller, often emerging brands), average sales fell -6.2%. Unit growth tells a parallel story. Top 250 chains grew units by +0.9% year-over-year, while the Lower 250 expanded units by just +0.3%, essentially flat. This is the context in which the 2025 Value War unfolded. According to Datassential's Launches & Ratings platform, top chains introduced more than 220 combo- and value-focused LTOs or menu releases, exceeding 2024 levels. More importantly, many of the industry's biggest brands stopped treating value as a series of one-off promotions and instead embedded it into permanent menu architecture. A few prominent examples:

1. In 2025, **McDonald's** $5 Meal Deal evolved into the broader McValue platform, then into Extra Value Meals with ~15% savings versus à la carte. The result: modest +2.3% nominal sales growth, but steady $4.0M AUV in a weak real-sales environment.
2. **Taco Bell** built value as a flexible, tiered system rather than a one-price headline. Its Luxe Cravings Boxes at $5, $7, and $9 let consumers choose their tradeoff between affordability and abundance. That structure helped drive +6.0% nominal sales growth and AUV expansion to $2.05M.
3. **Chili's** reframed value by making casual dining feel like the smarter trade-up versus QSRs. Its $10.99 3 For Me bundle paired a starter, entrée, and drink at a simple anchor price, driving major traffic and sales gains. Crucially, value opened the door while higher-margin add-ons like the Triple Dipper converted traffic and consumer attention into larger checks.
4. **Wendy's** became the clearest warning sign that value can fail when it gets too complicated. Its 100 Days of Summer piled on discounts, LTOs, drinks, and digital offers, but the platform proved confusing for guests and difficult for crews to execute. Sales fell sharply, showing complexity can erase promotional intent.
5. **Burger King** occupied a quieter middle ground, anchoring its value strategy around the recurring "Whopper Wednesday" promotion ($3.99 Whopper, $6.99 Whopper Meal) and pushing growth through its Royal Perks loyalty program. By the end of 2025, Burger King posted a +0.2% sales growth, a result that was essentially flat nominally and slightly negative in real terms. Rather than winning or losing the value war, the brand largely held the line.

Underneath all of this is a broader story about a bifurcating consumer base.

In 2025, restaurant spending grew more divided by income, reinforcing a K-shaped economy in which consumer behavior moved in opposite directions. Higher-income households continued to spend on full-service dining, while many lower-income households pulled back on fast-food visits, traded down within the category, or left restaurants altogether—shifting more of their food spending to grocery stores, dollar stores, convenience stores, and warehouse clubs. The Food Institute's reporting framed it bluntly: for the first time in a generation, fast food is no longer reliably perceived as the "affordable" option.

This puts top chains in an increasingly-challenging position. The lower-income consumer who once anchored QSR traffic has many new options – c-stores like 7-Eleven and Wawa now offer prepared meals at competitive prices, dollar stores stock prepared foods, and supermarket prepared departments outperform QSR on perceived value (per Datassential's **Blurring Segments** study). As a result, matching last year's $5 deal isn't enough; chains must demonstrate value relative to a much broader landscape of affordable meal options. Meanwhile, the higher-income consumer who continues to dine out has become the prized growth segment for many chains – and has different expectations. They want quality, atmosphere, and experiential differentiation, not just savings. This is partly why brands like Chili's outperformed in 2025: by refusing to compete on lowest-price-only and instead offering a richer experience for the same dollar, Chili's captured both the trading-down higher-income consumer (who saw it as a deal) and the trading-up lower-income consumer (who saw it as an upgrade).

What Comes Next: Merging Value with Purpose

Looking ahead, three forces will shape the next stage of the value war:

01 **Value has to become a lasting platform, not just a short-term tactic.** Operators have learned that consumers build expectations around recurring value, and constantly changing price points can erode trust. The brands that win in 2026 will offer a value identity customers can truly count on.

02 **Smart bundling is replacing simple discounts.** Instead of cutting the price of a single item, chains are leaning into combos, bundles, and tiered offers because they do three things at once: signal value, make ordering easier, and help protect check size. McDonald's Extra Value Meals, for example, were positioned as 15% less than buying items separately—a clear value message that still supports margins.

03 **The competitive frame is widening for top chains.** In 2026, the key value benchmark for QSRs is no longer just other QSRs, but also full-service brands, supermarket prepared foods, c-store meal options, and even eating at home. Brands that seek to win on value must demonstrate to diners why they are worth it through portion, experience, atmosphere, or brand affinity—not price alone.

DATASSENTIAL 500 **MEGATREND**

The Next Era of the Fast Casual Segment

For most of the past decade, fast casual was the foodservice industry's golden segment. But this golden segment may soon be reaching a crucial turning point.

Fast casual once stood out as the format that endeavored to combine the speed of QSRs, the quality of casual dining, and the differentiation of emerging concepts. **In last year's Datassential 500 report**, the segment grew sales by 5.7% and added units faster than any other operational segment. That momentum continued into 2025 at the topline: this year, fast casual unit count rose 1.7% to 44,961 across 117 brands, systemwide sales increased 2.6% to $79.4 billion, and average AUV reached $1.54 million—well above QSR's $1.20 million, though still below the AUVs of full-service segments.

Beneath those healthy segment-level figures, however, the picture is much less uniform. Average brand-level sales growth across all 117 fast casual chains was actually -2.9% in 2025, and only 44% of these brands posted positive sales growth—slightly worse than QSR, where 53% of brands grew in sales. The gap between strong aggregate results and weak brand-level performance reflects the outsized influence of a small group of category leaders at the top of the rankings.

This split is not a one-year anomaly. It signals a maturing segment approaching its growth ceiling and, perhaps, beginning to resemble the QSR market it once disrupted. Fast casual is no longer a rising tide lifting all boats; it is becoming a more stratified competitive set, where a few leading brands continue to pull away while many mid-tier and emerging players struggle to sustain unit economics.



DATA SNAPSHOT
Fast Casual Performance

44,961

LOCATIONS ACROSS ALL FAST CASUAL DATASSENTIAL 500 BRANDS (+1.7% YoY)

$79.4B

TOTAL SALES ACROSS ALL FAST CASUAL DATASSENTIAL 500 BRANDS (+2.6% YoY)

44%

OF FAST CASUAL BRANDS **POSTED POSITIVE SALES GROWTH IN 2025**

Which fast casual subsets are winning, and which are falling behind?

The most successful fast casual brands in this year's Datassential 500 shared several traits in common: they had clear category leadership, they were investing aggressively in operational technology (drive-thrus, automation, digital, etc.), and they had differentiated menu propositions, and most had access to capital – to fund expansion. **Chipotle** and **CAVA** continued to set the pace through strong sales, high AUVs, and sophisticated digital and automation investments, while **Wingstop**, **Dave's Hot Chicken**, and **Jersey Mike's** proved that unit expansion still matters—but only when paired with a compelling brand proposition, whether that's everyday chicken, cult-like heat-driven appeal, or disciplined sandwich premiumization. **Sweetgreen** and **Tropical Smoothie Café** reinforced a parallel lesson: the next phase of fast casual growth is not just about opening more stores, but about broadening occasions, improving labor efficiency, and translating health-forward positioning into scalable, profitable formats.

The brands that are struggling, by contrast, tend to share the opposite profile: small-to-mid scale, undifferentiated menu propositions, weak digital infrastructure, and units in declining real estate (mall food courts, urban office districts, etc.). **Freshens** lost 35% of its units (-69 net) and 48% of its sales as mall traffic continued to weaken. **Salad And Go** lost 17% of units after a multi-year expansion push. **Pressed Juicery** lost 16% of units and 12% of sales. Meanwhile, fast casual pizza is the segment's clearest contraction story. **MOD Pizza**, once the largest of the assembly-line concepts, saw an 8.9% unit decline throughout 2025, while Blaze Pizza shed 19 units over the same period (-7.1% CAGR). **Pieology** has effectively collapsed from 119 units in 2022 to just 55 in 2025, and **&Pizza** is down to 51 locations. Over time, the build-your-own assembly model that defined this sub-segment has lost its edge and differentiation as consumers continue to prioritize speed, convenience, and value when purchasing pizza away from home. The segment's signature unit economics—Class A real estate, dine-in seating, scratch prep—are now liabilities in a category where take-out and delivery dominate.

2025 Fast Casual Standouts

CHAIN	1Y UNIT GROWTH
CAVA	+19.6%
Shake Shack	+10.2%
Wingstop	+17.3%
Dave's Hot Chicken	+34.3%
Sweetgreen	+14.2%
Tropical Smoothie Café	+9.0%
Honeygrow	+31.5%
Mendocino Farms	+22.2%
Just Salad	+10.0%
Tous Les Jours	+26.0%

Even the bowl format, once fast casual's darling, is meeting consumer resistance.

Throughout 2025, social media platforms like TikTok and Reddit popularized the "slop bowl" or "corporate slop bowl" meme, with users—especially younger consumers—mocking or critiquing fast casual restaurants for serving visually monotone, beige-on-beige bowls. The critique was aimed at highly customized meals that are, on paper, functional, flavorful, and nutritionally optimized, but not especially visually appetizing, distinctive, or craveable. More broadly, the meme reflected a growing tension in fast casual. Bowls remain popular because they are convenient, health-forward, and easy to personalize, but they are also increasingly vulnerable to sameness. Online commentary suggested that many consumers now see them as interchangeable "wellness fuel" rather than memorable restaurant food. Viewed this way, the "slop bowl" discourse was less about any one brand than about fatigue with an over-standardized format. Customization, once a defining point of differentiation, has become table stakes. One meme will not topple leading brands, but it does underscore a real challenge: consumers are increasingly craving novelty, indulgence, and uniqueness, necessitating both established fast casual brands and emerging players to break the mold wherever possible.



What Comes Next: The 2026 Fast Casual Playbook

Looking ahead, several forces will shape fast casual in 2026 and beyond:

01 **The premium-vs.-value squeeze will intensify.** Fast casual brands will face growing pressure to define whether they stand for premium quality at a higher price or accessible quality at a sharper value. CAVA and Sweetgreen skew premium, while Wingstop and Tropical Smoothie bridge both. Brands stuck in the middle will be most vulnerable as casual dining moves down-market and QSR moves up.

02 **Automation and off-premise investments will become table stakes, not differentiators.** Kitchen automation and digital-friendly drive-thru formats are quickly shifting from operational advantages to baseline expectations. Chipotle, Sweetgreen, CAVA, and others are not only investing in these systems, but increasingly turning them into visible parts of the brand story. The question will no longer be whether a fast casual brand has automation or a drive-thru, but whether those tools deliver meaningfully better speed, accuracy, and convenience than QSR.

03 **The "fast casual" label will become less useful.** As Wingstop and Five Guys operate more like QSRs, CAVA and Sweetgreen edge closer to upscale casual, and Chipotle functions more like a digital restaurant platform, the category itself is becoming less cohesive. What will matter most is not the label, but whether a brand has a clear, defensible identity in a market where every segment is blurring into the others.

DATASSENTIAL 500 **MEGATREND**

Health and Wellness in the Chain Universe

In 2025, health and wellness in the chain restaurant universe is no longer a single, coherent trend with a single, coherent definition.

In last year's Datassential 500 report, we wrote that "what defines healthful dining is shifting at breakneck speed" and that "today's diners aren't just counting calories or checking off servings of greens." In 2025, that statement only got truer and more complicated. Health and wellness in the chain restaurant universe has become a multi-vector cultural force in which different consumer cohorts define "healthy" in entirely different ways, and chains that endeavor to win when it comes to healthful menuing must deftly navigate many distinct sub-conversations simultaneously: the rise of GLP-1 medications and their reshaping of food preferences; the cultural and political momentum of the Make America Healthy Again (MAHA) movement; the release of the new 2025-2030 Dietary Guidelines for Americans and their inverted "Real Food Pyramid"; and the durable, growing consumer expectation of ingredient transparency, clean labels, and natural fats.

The numbers underline the urgency. **According to a recent Datassential study**, 79% of consumers agree that "most people would be healthier if they ate fewer ultra-processed foods," and 58% say they would be more likely to visit restaurants that provide clear ingredient lists. **In a separate Datassential study on the emergence of the 2025-2030 Dietary Guidelines for Americans**, 58% of those who are aware of these guidelines plan on making at least some changes to how they eat in response. Health and wellness is no longer something restaurants serve to a sliver of the customer base. It's something the entire base is paying attention to – even when (especially when) they're trading down or seeking indulgence.



DATA SNAPSHOT
Shifting Health Perspective

95%

OF CONSUMERS **ACTIVELY AVOID OR LIMIT AT LEAST ONE INGREDIENT OR FOOD ATTRIBUTE.**

66%

OF CONSUMERS AGREE: **"ONLY I CAN DETERMINE WHAT FOODS ARE BEST FOR ME AND MY FAMILY"**

37%

OF CONSUMERS ARE **CURRENTLY TAKING OR ARE INTERESTED IN TAKING GLP-1 MEDICATIONS**

In 2025, the consumer health and wellness landscape is shaped by two competing forces: optimism about personal control and self-improvement, alongside deep concern about the broader food system and the factors influencing it.

According to recent **Datassential research**, nearly all consumers express some level of concern about issues tied to the food system they participate in. These concerns include the cost of healthy food—which is often more of a barrier than a matter of preference—as well as chemicals in food, food safety, artificial additives, preservatives, and GMOs. In fact, 95% of consumers now actively avoid or limit at least one ingredient or food attribute, with sugar overtaking high-fructose corn syrup as the most avoided item this year, followed by alcohol, unhealthy fats, and artificial dyes.

Taken together, these concerns may be pushing health-conscious consumers to approach food decisions through a lens of heightened personal responsibility. In the same Datassential study, two-thirds of consumers agree that only they can determine which foods are best for themselves and their families. A similar share (67%) say that, when it comes to health and wellness, personal choice matters more than public health policy. Even when the Department of Health and Human Services introduced a new set of dietary guidelines, **Datassential research** found that consumers were likely to selectively adopt recommendations that aligned with their existing beliefs while rejecting those that challenged them. As a result, health-conscious consumers are increasingly gravitating toward extremes: minimizing ingredients they perceive as harmful while "maxxing" their intake of those they view as beneficial, such as protein, fiber, and even medical interventions like GLP-1s.

For top chains, this dynamic presents both opportunity and risk.

The opportunity: brands that can credibly speak to multiple health and wellness vectors at once – protein density, ingredient transparency, natural fats, plant-forward options, lower added sugar – can build durable affinity with a consumer cohort that is high-spending, fast-growing, and passionate about food and beverage. The risk: brands that misread the movement, or treat it as a single trend to chase, risk alienating consumers in either direction.

Successful 2025 Health & Wellness Initiatives

1. **Chipotle's** High Protein Menu showed how major chains are reframing health around protein abundance, not just calorie reduction. By launching bowls and salads with strong protein-and-fiber credentials, explicitly acknowledging GLP-1 users, and tying the rollout to resolution season, Chipotle made wellness feel mainstream and practical, rather than niche.
2. **Sweetgreen** and **Steak 'n Shake** emerged as standout examples of the MAHA-era opportunity: turning ingredient ideology into brand momentum. Sweetgreen's seed oil-free pivot and avocado-oil Ripple Fries reinforced its "real food" equity, while Steak 'n Shake's beef tallow conversion and overt MAHA-adjacent branding helped drive traffic among aligned consumers.
3. **Just Salad** demonstrated that successful wellness innovation is not only about ingredients, but also about personalization. Through Salad AI, the brand positioned health as something consumers can tailor to their own protein, calorie, and macro goals. That approach makes wellness feel individualized and actionable, helping the brand deliver premium nutritional relevance without overcomplicating the ordering experience.
4. **Smoothie King** helped validate early demand for GLP-1-aligned offerings but also highlighted the limits of overly explicit wellness branding. Its Power Meal Slim GLP-1 line showed that consumers want foods that support weight-management goals, yet the longer-term lesson is that broadly appealing benefits—like high protein and high fiber—has stronger staying power.

What Comes Next: The Future of Healthful Menuing

Looking ahead, pay attention to two forces that will shape health & wellness in the chain universe:

01 **Health becomes about abundance, not restriction.** The defining shift over the past two years is that consumers no longer want their healthful food to feel like a sacrifice. They want it to feel like a reward – substantial, satisfying, photo-worthy, and protein-rich. This is why CAVA, Sweetgreen, Just Salad, Honeygrow, and Playa Bowls are growing while traditional low-calorie, "diet-food" salad concepts are shrinking. The Chipotle High Protein Menu's positioning is the canonical example: 81 grams of protein per bowl is not a deprivation message. It's a reward.

02 **Transparency replaces marketing claims.** With 58% of consumers saying they'd visit restaurants more often if those restaurants provided clear ingredient lists, and 66% asserting that "only I can determine what foods are best for me and my family," the era of generic "healthy" marketing language is closing. Brands will need to provide specific, verifiable, and machine-readable ingredient data – not just calorie counts. The chains best positioned for this future are those that have already built ingredient-transparency systems (Just Salad's nutrition database, Sweetgreen's ingredient sourcing pages, Panera's clean-label commitments) and the chains worst positioned are those whose menus depend on opaque proprietary blends, complex sauces, or undisclosed processing.

DATASSENTIAL 500 **MEGATREND**

Protein Takes Center Plate

Throughout 2025, consumers clamored for protein, and top chains responded in kind.

Across the Datassential 500, protein shifted from a niche fitness cue to being the main selling point for a wide swath of menu launches. Coffee chains added protein to drinks. Sandwich chains introduced “Protein Pockets.” Fast casual brands marketed bowls with 80, 90, or even 100+ grams of protein. Chicken-focused chains became the fastest-growing segment in this year’s overall Datassential 500.

Several forces are driving this shift. GLP-1 medications—now used by 12% of consumers and familiar to another 25%—reduce appetite while increasing the importance of nutrient density, making protein efficiency especially relevant. The 2025–2030 Dietary Guidelines explicitly recommend “protein at every meal” as a core principle. MAHA-era preferences for “real food” further reinforce protein’s appeal as a fundamental, recognizable nutrient. And a fitness culture that has long prioritized protein, amplified by social media, has now gone mainstream as consumers seek greater personal control over their health.

But the most important reason protein has emerged as one of the most dominant menu narratives is that it solves a paradox no other dietary signifier solves. Protein is simultaneously associated with **health** (it’s a “real food” nutrient, supports muscle and satiety), **indulgence** (it’s substantial, satisfying, often comes with grilled or fried meat), and **value** (it’s the most expensive component of a meal, so emphasizing it justifies higher pricing). In an environment where consumers want all three things at once (health, indulgence, and value), protein is the only menu signifier that delivers on all three simultaneously. That makes it the single most strategically valuable merchandising lever a chain can pull in 2025, 2026, and beyond.



DATA SNAPSHOT
Protein Prevalence

66%

OF CONSUMERS ARE INTERESTED IN FOODS AND BEVERAGES THAT ARE **HIGH IN PROTEIN**

111%

PAST-4-YEAR **MENU PENETRATION GROWTH FOR THE TERM "PROTEIN"**

81

NUMBER OF **PROTEIN-FOCUSED MENU LAUNCHES** FROM TOP CHAINS IN 2025

That said, some of the most strategically interesting and lucrative protein moves of 2025 were from chains that historically had nothing to do with protein-forward marketing.

In 2025, protein broke out of its traditional fitness-and-chicken niche and became a cross-segment menu megatrend, with some of the most telling moves coming from beverage chains. LSR Coffee leaders like **Scooter's Coffee** and **Starbucks** turned coffee into a dual-purpose occasion with Protein Cold Foam and high-protein lattes and matcha, effectively merging indulgent "treat" beverages with functional nutrition. **Dunkin'** followed by bringing protein into refreshers, using celebrity-backed marketing to push protein further into mainstream pop culture, while **Smoothie King** leaned into the 100g-per-day protein challenge with bundled meal solutions. Beyond beverages, **Chipotle** made protein density and GLP-1 compatibility headline assets, **Sweetgreen** launched a 106g Protein Max Bowl, and **Subway** put protein directly into product naming with Protein Pockets. From salads to sandwiches to specialty drinks, chains across the Datassential 500 increasingly treated protein not as a nutritional footnote, but as true traffic drivers and innovation areas.

What Comes Next: Cementing The Proliferation of Protein

01 **Protein has staying power**. Expect continued innovation well beyond entrées, especially in non-alcoholic beverages, desserts, breakfast, snacks, and kids' menus. Protein is no longer a niche wellness cue; it is becoming a flexible, mainstream platform that chains can extend across dayparts, formats, and consumer occasions.

02 **Clear protein signaling matters as much as sheer grams**. Winning brands will make protein visible through naming, menu callouts, and messaging. Consumers respond less to nutritional precision than to an immediate sense that a product is visibly and meaningfully protein-forward, substantial, and aligned with their health goals.

03 **Protein's future will not be exclusively meat-based.** Animal protein may dominate in today's environment, but plant proteins and blended approaches create more room for choice, variety, and menu innovation. Brands that diversify protein sources can better meet consumer demand for both high protein content and broader dietary flexibility.

DATASSENTIAL 500 **MEGATREND**

The Sustained Mainstreaming Of Global

In last year's Datassential 500, we wrote that "the American palate is growing more global by the day," and that statement rings even more true today.

An upcoming Datassential study shows that 74% of consumers are more open to trying new foods than they were just a few years ago. Nearly as many (73%) say they have a positive relationship with global foods and flavors: 17% actively seek them out, 35% enjoy them regularly alongside American staples, and 22% indulge in globally-inspired foods and beverages from time to time. Just as important, the cultural forces shaping food preferences have become deeply embedded in everyday life. Nearly 80% of consumers watched non-U.S. TV or film in the past year, while 35% listened to non-English music in the past month alone. Among Gen Z, 79% follow a global celebrity, influencer, or creator on social media, compared with only 22% of Boomers. More broadly, Gen Z and Millennials are significantly more likely than older consumers to have an active, growing connection to global foods and cultures. They are more likely to view restaurants without global influence as generally outdated, and to expect globally inspired items to appear on most menus. Younger diners are more likely to seek out authentic preparations of globally-inspired cuisine, but they're also more receptive to fusion interpretations that are thoughtful and well-executed.

For top chains, the takeaway is clear: global foods and flavors are firmly a baseline expectation for a significant and still-growing consumer base, though it doesn't mean they have lost their ability to excite and captivate curious guests. The brands that will win in 2026 are those that treat global cuisine not as a limited-time opportunity, but as a core part of their menu architecture.



Of all the global cuisines gaining share in 2025, Mediterranean and halal cuisine chains have captured perhaps the largest share of the spotlight.

CAVA remains the category's flagship brand and the clearest proof of Mediterranean's long-term viability at scale. With +19.6% unit growth, +22.5% sales growth, and $1.17 billion in 2025 sales, it has become the most successful Mediterranean-inspired concept among the Datassential 500. **The Great Greek Mediterranean Grill** grew units by over 22% and sales by over 36%, while **Hummus Republic** posted +15.8% unit growth and +69.7% sales growth. Halal-focused chains are also becoming a more visible part of that expansion. In 2025, three such brands entered the Datassential 500 for the first time. **The Halal Shack**, **Naz's Halal Food**, and **Shah's Halal Food** are growing rapidly not only because they meet a clear religious dietary need, but also because halal certification increasingly resonates more broadly as a marker of quality and sourcing integrity, even among consumers who do not personally follow halal customs.

Furthermore, the category's success reflects the unique combination of factors that align with virtually every other megatrend in this report:

1. **Health and wellness alignment:** Mediterranean cuisine is widely recognized as one of the healthiest dietary patterns in the world (the Mediterranean Diet is endorsed by the new 2025-2030 Dietary Guidelines, the WHO, and countless medical organizations).
2. **Protein-forward menu architecture:** Most Mediterranean or halal concepts revolve around lean proteins (grilled chicken, fish, lamb, falafel, hummus, etc.) at the center of every meal.
3. **Customization-friendly:** Mediterranean concepts are typically built around bowls, pita platters, or wrap formats that consumers customize themselves.
4. **Affordable luxury:** Mediterranean concepts typically price between $12-$18 per entrée, occupying the sweet spot between QSR and full-service.







Korean and Japanese-inspired chains propel Asian cuisines further into top chain mainstream.

The Asian cuisine story in 2025 was defined less by any single breakout brand than by the broad, cross-format rise of multiple Asian sub-cuisines into the chain restaurant mainstream. Rather than emerging through one dominant concept, Asian flavors gained ground through a mix of experiential dining formats, protein-forward specialties, and more accessible fast-casual interpretations.

Korean cuisine had one of the strongest years of any global category. **KPOT Korean BBQ & Hot Pot** continued to be the rising star of full-service, having grown to 128 locations in 2025, posting +34.7% unit growth and +35.3% sales growth to $538 million. Its all-you-can-eat tabletop grill format stands out because it combines entertainment, customization, and social dining in a way that is difficult to replicate at home. Tapping into these same consumer desires allowed **Gen Korean BBQ House** to break past the Datassential 500 threshold to join the list. And similar to previous years, **bb.q Chicken** and **Bonchon** continued to establish Korean fried chicken as a legitimate chain subcategory alongside traditional American chicken brands.

2025 was also a great year for Japanese cuisine brands in the Datassential 500. **Kyuramen** delivered +27.0% unit growth and +56.8% sales growth, making it one of the fastest-growing brands in the Datassential 500. **Kura Revolving Sushi Bar** maintained its steady but notable growth trajectory from previous years, expanding units by +29.7% and sales by+22.6%, with its conveyor-belt format reinforcing the importance of interactivity and guest engagement. **JINYA Ramen Bar** and **Rock N Roll Sushi** also posted solid gains, demonstrating that Japanese concepts can succeed across both more authentic as well as more Americanized expressions.







DATA SNAPSHOT

Consumer Perspective On Global Flavors

45%

OF CONSUMERS SAY THEY **LOVE OR LIKE MEDITERRANEAN CUISINE**

51%

OF CONSUMERS SAY THEY **LOVE OR LIKE KOREAN BBQ**

58%

OF CONSUMERS EXPECT TO SEE **AT LEAST SOME GLOBALLY-INSPIRED ITEMS ON MOST MENUS**

Another defining trend in 2025 was the deeper integration of global flavors across mainstream chain menus, including both traditionally American brands and globally rooted concepts expanding beyond their core culinary identities.

- **CAVA** introduced multiple Korean-inspired collaborations, extending its Mediterranean foundation into new flavor territory. **Sweetgreen** also collaborated with fine dining Korean steakhouse COTE to introduce KBBQ-inspired dishes to the national stage.
- **Wingstop** continued to build out its global flavor portfolio with Asian-inspired sauces and the launch of Crispy Chicken Tenders across its 12 internationally inspired flavor profiles.
- **Just Salad** incorporated globally inspired bowls featuring ingredients such as miso, gochujang, and ginger as standard customization options, not just seasonal LTOs.
- Major coffee chains including **Starbucks**, **Dunkin'**, and **Tim Hortons** continued expanding globally inspired beverage lineups with flavors such as matcha, ube, dirty horchata, Vietnamese coffee, and Korean banana milk.

What Comes Next: Three Forces Shaping Global Flavors

01 **Younger consumers are redefining what "normal" looks like on chain menus, and that definition is increasingly global**. As generational replacement continues, brands that do not keep pace will feel less current, less relevant, and less connected to the mainstream consumer.

02 **Mediterranean and Korean are well positioned to remain the two strongest global chain growth stories.** Both over-index on today's biggest menu priorities and now have the scale, concept flexibility, and brand pipeline to keep widening their lead.

03 **Cross-cuisine fusion is moving from novelty to infrastructure.** Chains are no longer borrowing global flavors only for limited-time excitement; they are using them as foundational menu tools. That shift will help define the most relevant chains of the late 2020s.



LSR

BAKERY / CAFÉ

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Limited-service (QSR + Fast Casual) chains which primarily focus on baked goods (including breads, pastries, muffins, etc.) and café-style light meals (such as breakfast sandwiches, soups, and salads).

SEGMENT SUMMARY

In 2025, LSR Bakery/Café grew units 2.9% but saw segment sales slip 0.6% across its 20 brands, as store expansion outpaced revenue. Panera Bread, the segment leader, saw sales decline 1.8%. Meanwhile, Paris Baguette and Tous Les Jours still posted double-digit gains in both units and sales as Korean-inspired concepts continued mainstreaming, and Mendocino Farms expanded sharply with 22% 1-year unit growth. Newcomer Tatte Bakery and Cafe joined the list, reflecting growing interest in Mediterranean-influenced concepts. Several legacy brands faced sustained difficulties, with Le Pain Quotidien down 33% on sales and Cafe Zupas down 40%. The takeaway: little treat culture is real but selective, rewarding distinctive, crave-driven specialists far more than the segment's broader, meal-anchored generalists.

Segment Overview

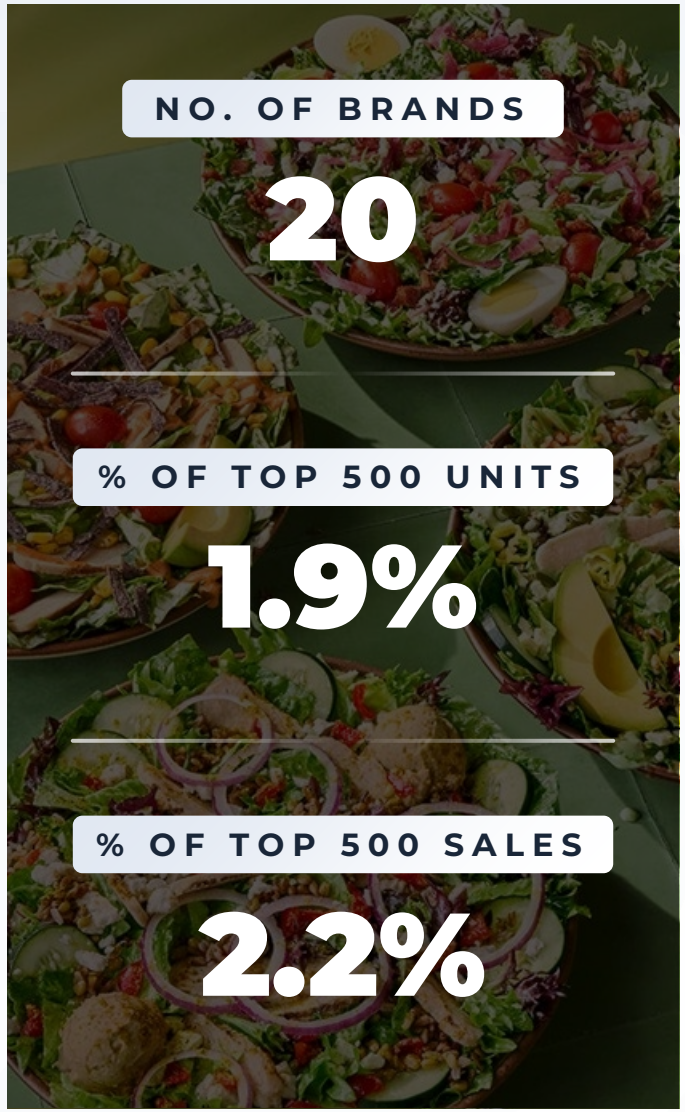
LSR BAKERY- CAFÉ











Segment Overview

LSR BAKERY- CAFÉ

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Panera Bread	2,185	2,214	2,289	+1.3%	+3.4%	$5,889,462,682	$5,781,500,000	-1.8%	$2,611,155
Einstein Brothers	689	729	707	+5.8%	-3.0%	$823,895,001	$766,115,710	-7.0%	$1,162,984
Paris Baguette	197	269	284	+36.5%	+5.6%	$535,109,850	$742,812,315	+38.8%	$3,031,887
Tous Les Jours	150	189	194	+26.0%	+2.6%	$220,000,000	$316,290,039	+43.8%	$2,016,770
Bruegger's Bagels	178	169	171	-5.1%	+1.2%	$188,467,300	$186,560,000	-1.0%	$1,060,000
Great Harvest Bread Co	157	155	151	-1.3%	-2.6%	$144,658,748	$149,710,315	+3.5%	$965,873
Newks Eatery	95	97	97	+2.1%	+0.0%	$214,187,000	$213,722,000	-0.2%	$2,217,000
Corner Bakery	99	95	91	-4.0%	-4.2%	$208,951,250	$211,105,404	+1.0%	$2,235,812
Mendocino Farms	72	88	90	+22.2%	+2.3%	$250,000,000	$300,000,000	+20.0%	$4,000,000
85 Degrees C Bakery Cafe	85	88	96	+3.5%	+9.1%	$211,486,310	$246,282,750	+16.5%	$2,880,500

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

UNITS

	2024 Q4	2025 Q4	1Y CAGR
Paris Baguette	197	269	+36.5%
Tous Les Jours	150	189	+26.0%
Mendocino Farms	72	88	+22.2%

SALES

	2024 Q4	2025 Q4	1Y CAGR
Tous Les Jours	$220,000,000	$316,290,039	+43.8%
Paris Baguette	$535,109,850	$742,812,315	+38.8%
Tatte Bakery and Cafe	$14,028,534	$17,153,427	+22.3%

Standout 2025 Menu Launches

1

LA MADELEINE FRENCH BAKERY

Pumpkin Praline French Toast

Two slices of pumpkin brioche French toast topped with whipped cream, cinnamon, and pumpkin spice pecans.



PURCHASE INTENT = 73 / UNIQUENESS = 79

2

CORNER BAKERY

Caramel Apple Cheesecake Pancakes

Stack of 4 pancakes with cheesecake filling, topped with cinnamon apples, and caramel sauce.



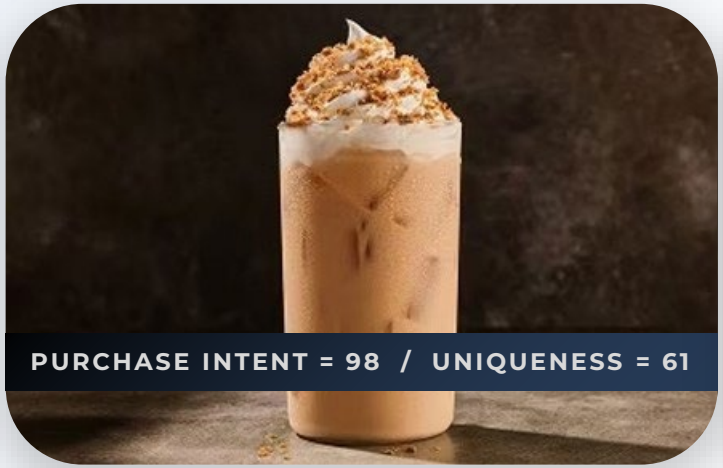
PURCHASE INTENT = 83 / UNIQUENESS = 91

3

PANERA BREAD

Iced Crème Brûlée Latte

Freshly brewed espresso, foamed milk and naturally flavored crème brûlée syrup served over ice and topped with whipped cream and salted caramel sugar.



PURCHASE INTENT = 98 / UNIQUENESS = 61

4

EINSTEIN BROTHERS

Bros. Bay Breeze

Cranberry, lemonade, and passion fruit.



PURCHASE INTENT = 98 / UNIQUENESS = 68

Consumer Perception

LSR BAKERY- CAFÉ

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Mendocino Farms	67%	N/A
La Madeleine French Bakery	64%	<1%
Panera Bread	64%	-1%
Newk's Eatery	59%	-6%
Corner Bakery	57%	+4%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Mendocino Farms	65%	N/A
La Madeleine French Bakery	62%	+3%
Panera Bread	58%	+1%
Newk's Eatery	55%	-4%
Einstein Brothers	55%	+2%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Mendocino Farms	61%	N/A
La Madeleine French Bakery	56%	-3%
Newk's Eatery	56%	-1%
Panera Bread	54%	<1%
Pret A Manger	54%	<1%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Mendocino Farms	86%	<1%
Bruegger's Bagels	79%	+8%
La Madeleine French Bakery	78%	-2%
Newk's Eatery	76%	+1%
Pret A Manger	75%	<1%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Bruegger's Bagels	63%	+8%
Newk's Eatery	57%	+3%
Mendocino Farms	56%	N/A
Pret A Manger	53%	-4%
La Madeleine French Bakery	51%	-1%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Mendocino Farms	+39	51%	11%
La Madeleine French Bakery	+28	47%	19%
Newk's Eatery	+25	45%	20%
Bruegger's Bagels	+22	40%	18%
Panera Bread	+19	39%	21%



LSR

BURGER

WHICH CHAINS QUALIFY IN THIS SEGMENT?

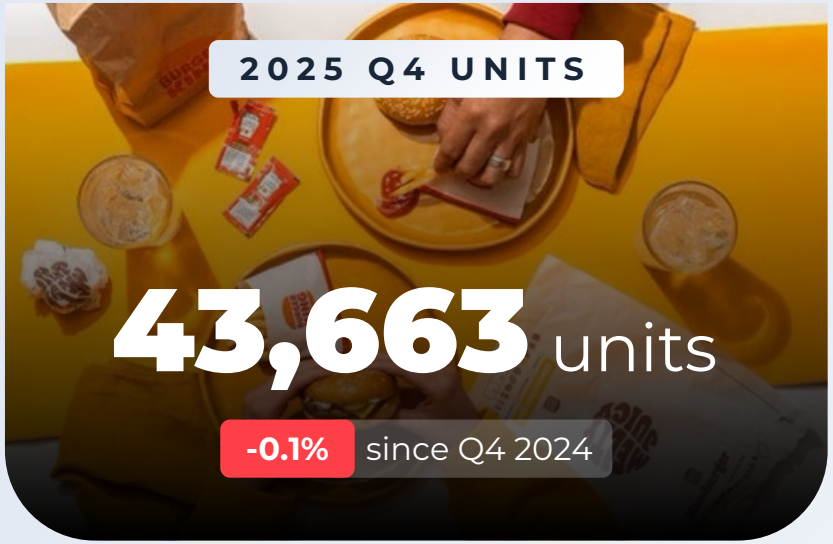
Limited-service (QSR + Fast Casual) chains whose core menu offering is burgers, including variations like sliders, patty melts, or other specialty burgers.

SEGMENT SUMMARY

In 2025, LSR Burger held essentially flat on units (-0.1%) while growing sales by 1.5% across the segment's 33 brands. McDonald's, Burger King, and Wendy's collectively maintained their dominant positions, though Wendy's posted a notable 5.5% sales decline. Regional player, such as Whataburger, Culver's, and In-N-Out, continued to deliver strong gains across both sales and units. Shake Shack continued its upward trajectory with double-digit sales and unit growth figures, while Smalls Sliders, a Louisiana-founded fast casual concept, joined the list this year after more than doubling its national footprint, solidifying its status as the fastest growing chain across the entire 2026 Datassential 500. Value-driven menu architecture continued to define the year for the segment, but headline LTOs alone proved insufficient to drive sustained traffic for many of the segment's largest players.

Segment Overview

LSR BURGER



2025 Q4 UNITS

43,663 units

-0.1% since Q4 2024



2026 Q1 UNITS

43,892 units

+0.5% since Q4 2025



NO. OF BRANDS

33

% OF TOP 500 UNITS

18.0%

% OF TOP 500 SALES

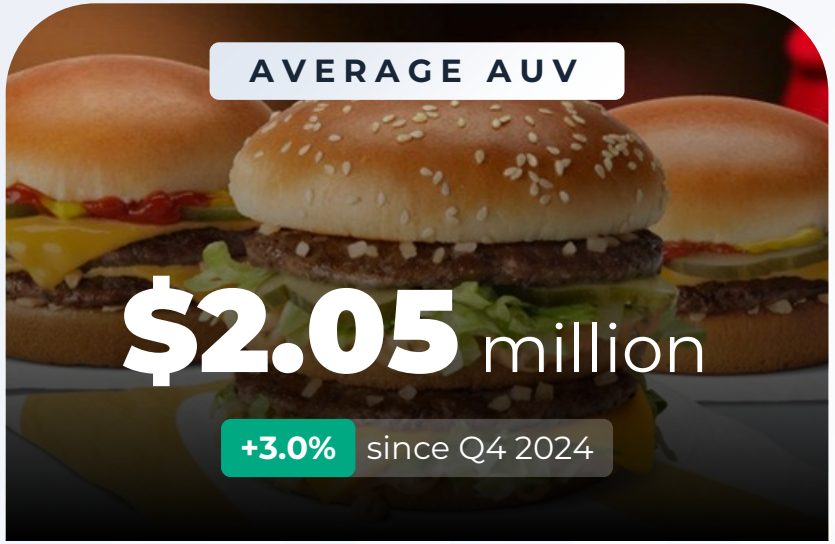
25.5%



2025 Q4 SALES

$113.44 billion

+1.5% since Q4 2024



AVERAGE AUV

$2.05 million

+3.0% since Q4 2024

Segment Overview

LSR BURGER

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS					SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
McDonald's	13,549	13,612	13,733	+0.5%	+0.9%	$53,469,000,000	$54,684,000,000	+2.3%	$4,017,000
Burger King	6,701	6,649	6,603	-0.8%	-0.7%	$10,966,000,000	$10,985,000,000	+0.2%	$1,648,000
Wendy's	5,933	5,969	5,965	+0.6%	-0.1%	$12,553,800,000	$11,857,633,000	-5.5%	$1,993,545
Sonic Drive-In	3,461	3,412	3,464	-1.4%	+1.5%	$5,392,894,148	$5,296,000,000	-1.8%	$1,552,145
Jack In The Box	2,187	2,131	2,127	-2.6%	-0.2%	$4,396,257,000	$4,208,937,000	-4.3%	$1,970,476
Hardee's	1,597	1,544	1,494	-3.3%	-3.2%	$2,029,541,638	$2,055,632,448	+1.3%	$1,332,948
Five Guys	1,488	1,519	1,530	+2.1%	+0.7%	$2,260,272,000	$2,384,993,939	+5.5%	$1,589,816
Whataburger	1,085	1,122	1,176	+3.4%	+4.8%	$4,121,950,000	$4,633,851,423	+12.4%	$4,248,979
Culver's	997	1,041	1,073	+4.4%	+3.1%	$3,713,306,386	$4,309,197,000	+16.0%	$4,139,478
Carl's Jr	1,018	986	971	-3.1%	-1.5%	$1,497,243,000	$1,520,098,590	+1.5%	$1,543,765

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Smalls Sliders	21	45	+114.3%
Shake Shack	381	420	+10.2%
Freddy's Frozen Custard & Steakburgers	550	580	+5.5%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Smalls Sliders	$46,200,000	$62,815,355	+36.0%
Culver's	$3,713,306,386	$4,309,197,000	+16.0%
Whataburger	$4,121,950,000	$4,633,851,423	+12.4%

Standout 2025 Menu Launches

LSR BURGER

1

JACK'S FAMILY RESTAURANTS

All American Burger

Join team All American this season with the All-American ⅓ lb Coaches Burger and fries. One juicy ⅓ lb beef patty with American cheese piled high with all the fixins'.



PURCHASE INTENT = 100 / UNIQUENESS = 9

2

CULVER'S

Crispy Chicken Sandwich

Features a crispier, juicier bite thanks to Southern-style breading seasoned with onion, garlic, and a hint of cayenne. It's topped with crispy lettuce, ripe tomato, creamy mayo, and perfectly crisp, salty fresh pickles, all served on a toasted brioche bun.



PURCHASE INTENT = 100 / UNIQUENESS = 33

3

WENDY'S

Tangerine Twist Lemonade

A bright-colored beverage that features the sweet, tangy flavor of tangerine blended with fruity notes of strawberry and orange.



PURCHASE INTENT = 96 / UNIQUENESS = 92

4

MCDONALD'S

Ranch Snack Wrap

A chicken strip, shredded lettuce and cheese with ranch flavor, including hints of garlic and onion in a flour tortilla.



PURCHASE INTENT = 94 / UNIQUENESS = 14

Consumer Perception

LSR BURGER

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
In-N-Out Burger	72%	-2%
Culver's	69%	+1%
Five Guys	66%	-1%
Habit Burger & Grill	64%	-1%
Farmer Boys Restaurant	61%	-1%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
In-N-Out Burger	70%	<1%
Culver's	66%	<1%
Five Guys	59%	-1%
Habit Burger & Grill	59%	+2%
Farmer Boys Restaurant	56%	+1%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
In-N-Out Burger	70%	+1%
Culver's	66%	+2%
Five Guys	56%	<1%
Farmer Boys Restaurant	56%	+5%
Habit Burger & Grill	55%	-1%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Fatburger	83%	<1%
In-N-Out Burger	80%	<1%
Culver's	77%	<1%
Farmer Boys Restaurant	77%	+3%
Habit Burger & Grill	75%	+4%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
In-N-Out Burger	65%	-3%
Fatburger	64%	N/A
Cook Out	59%	-7%
BurgerFi	58%	+4%
White Castle	56%	+3%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
In-N-Out Burger	+45	58%	13%
Culver's	+32	48%	16%
Whataburger	+26	46%	20%
Five Guys	+23	42%	19%
Habit Burger & Grill	+23	42%	19%



LSR

CHICKEN

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Limited-service (QSR + Fast Casual) chains specializing in chicken as their primary protein and menu offering, whether fried, grilled, or prepared in other styles (such as wings, tenders, chicken sandwiches, and wraps, etc.).

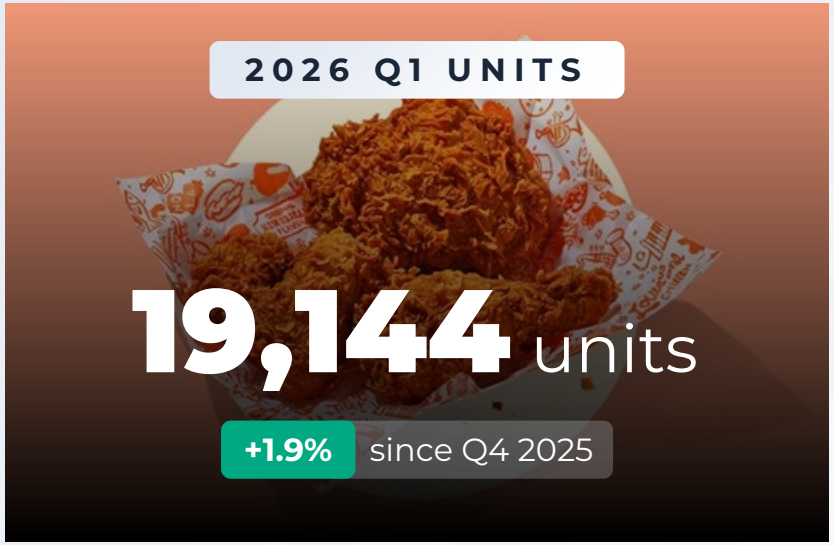
SEGMENT SUMMARY

This year, LSR Chicken emerged as the Datassential 500's strongest-performing segment, growing aggregate units by 4.6% and sales by 4.0% across the segment's 28 brands. Chick-fil-A held category leadership with a steady 5.7% 1-year unit growth, while Wingstop crossed the 2,500-store milestone after growing units by over 17% annually. Dave's Hot Chicken stood out as the segment's breakout performer after growing units by over 34% and sales by nearly 45%, capped by a $1 billion Roark Capital acquisition. Pollo Campero and bb.q Chicken also posted standout gains, reflecting how globally-flavored chicken concepts increasingly drive segment momentum. Meanwhile, KFC stood out as one major exception, as the brand saw declines in both sales and location count.

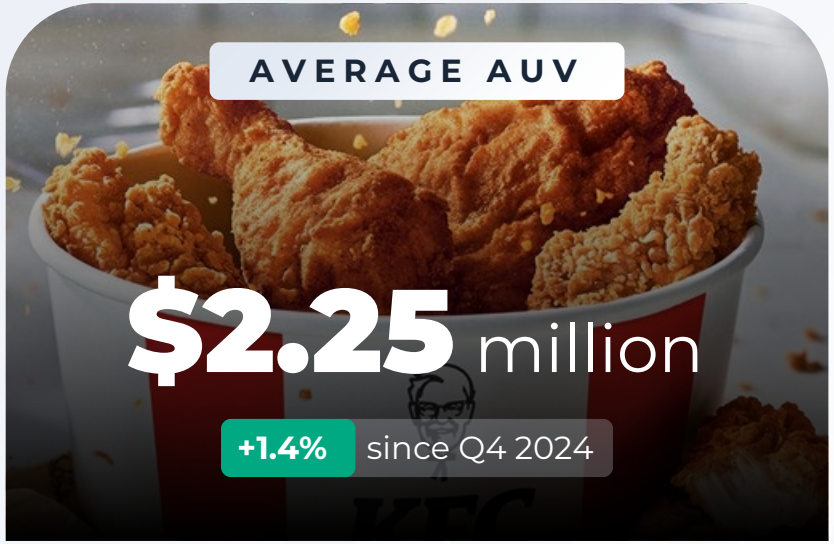
Segment Overview

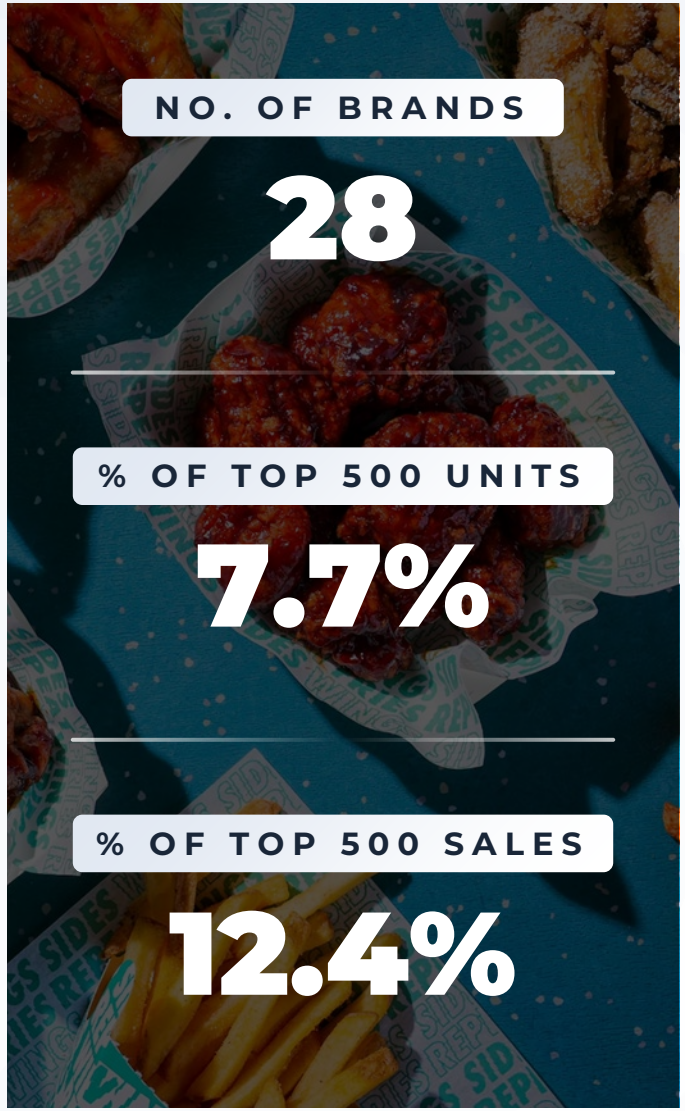
LSR CHICKEN











Segment Overview

LSR CHICKEN

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS					SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
KFC	3,669	3,523	3,578	-4.0%	+1.6%	$4,522,710,600	$4,296,575,070	-5.0%	$1,219,577
Chick-fil-A	3,109	3,287	3,346	+5.7%	+1.8%	$23,814,600,000	$24,390,253,000	+2.4%	$7,697,000
Popeyes	3,177	3,196	3,219	+0.6%	+0.7%	$5,545,000,000	$5,427,000,000	-2.1%	$1,698,155
Wingstop	2,204	2,586	2,655	+17.3%	+2.7%	$4,411,575,000	$5,172,000,000	+17.2%	$2,000,000
Zaxby's	969	1,005	1,022	+3.7%	+1.7%	$2,661,922,795	$2,756,714,009	+3.6%	$2,847,345
Raising Cane's	828	913	946	+10.3%	+3.6%	$4,960,000,000	$5,487,000,000	+10.6%	$6,580,000
Bojangles'	830	867	889	+4.5%	+2.5%	$1,881,267,863	$1,947,896,352	+3.5%	$2,374,663
Church's Texas Chicken	761	770	761	+1.2%	-1.2%	$842,050,648	$860,700,000	+2.2%	$1,138,000
Dave's Hot Chicken	245	329	372	+34.3%	+13.1%	$617,000,000	$892,340,414	+44.6%	$3,106,494
Chicken Express	268	259	262	-3.4%	+1.2%	$228,722,727	$232,411,942	+1.6%	$898,801

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Wing Snob	42	65	+54.8%
Pollo Campero	110	149	+35.5%
Dave's Hot Chicken	245	329	+34.3%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Dave's Hot Chicken	$617,000,000	$892,340,414	+44.6%
Pollo Campero	$308,057,088	$417,109,197	+35.4%
bb.q Chicken	$208,231,102	$259,780,540	+24.8%

Standout 2025 Menu Launches

1

POLLO TROPICAL

Crispy Chicken Salad w/ Rice

Enjoy a refreshing blend of juicy diced tomatoes, our homemade fiesta bean mix, shredded cheddar cheese, a side of Chipotle sauce, and delicious crispy or grilled chicken, all on a bed of rice. Topped with creamy Guacamole made with lime juice, cilantro, salt & pepper.



PURCHASE INTENT = 97 / UNIQUENESS = 58

2

KFC

3 pc. Tenders Fill Up

Includes 3 pieces of KFC®'s Original Recipe tenders, a side of mashed potatoes and gravy, biscuit, 2 pie poppers, dipping sauce and drink of your choice.



PURCHASE INTENT = 86 / UNIQUENESS = 64

3

CHICK-FIL-A

Icedream Float

Choice of fountain beverage with a swirl of Icedream added.



PURCHASE INTENT = 90 / UNIQUENESS = 56

4

POPEYES

$4 Chicken Sandwich Deal

A crispy-fried chicken breast fillet with crunchy barrel-cured pickles and a choice of classic mayo, spicy mayo, or Ghost Pepper sauce, all sandwiched between two buttery toasted brioche buns.



PURCHASE INTENT = 90 / UNIQUENESS = 64

Consumer Perception

LSR CHICKEN

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Chick-fil-A	72%	-2%
Raising Cane's	61%	<1%
Dave's Hot Chicken	58%	-2%
Wingstop	57%	<1%
Zaxby's	57%	-2%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Chick-fil-A	71%	+1%
Raising Cane's	58%	-1%
Dave's Hot Chicken	56%	+4%
Wingstop	52%	<1%
Zaxby's	52%	<1%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Chick-fil-A	72%	<1%
Raising Cane's	55%	-1%
Dave's Hot Chicken	53%	+3%
Chicken Express	49%	+3%
Zaxby's	48%	-2%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Chick-fil-A	77%	-2%
Dave's Hot Chicken	73%	+7%
Raising Cane's	70%	+1%
Chicken Express	70%	+10%
Pollo Tropical	65%	+5%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Pollo Tropical	64%	+6%
Chicken Express	52%	+4%
Church's Texas Chicken	52%	+4%
Bojangles'	46%	+7%
Dave's Hot Chicken	45%	-1%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Chick-fil-A	+42	56%	13%
Raising Cane's	+23	43%	20%
Dave's Hot Chicken	+23	42%	20%
Chicken Express	+22	42%	20%
Wingstop	+20	41%	21%



LSR

COFFEE

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Limited-service (QSR + Fast Casual) chains that center their business around brewed coffee, espresso-based drinks, teas, and other hot, iced, or frozen and specialty beverages. Many also offer pastries and light meals but coffee and beverages remain the defining menu offerings.

SEGMENT SUMMARY

LSR Coffee continued its multi-year expansion in 2025, with units up 2.1% and sales up 4.8% across 48 brands. Growth remained concentrated among drive-thru-focused concepts, led by 7 Brew, which nearly doubled its already sizable unit count and more than doubled its sales. Other standout performers included Dutch Bros., Scooter's, and HTeaO, all of which posted strong year-over-year gains in both units and sales. Meanwhile, Starbucks remained the segment leader but recorded a slight contraction in unit count and a modest 2.2% sales increase, slightly below the broader segment's pace, as the brand continued to evolve under new leadership. By contrast, bubble tea concepts struggled overall, as brands such as Moge Tee, Vivi Bubble Tea, Ding Tea, and Kung Fu Tea all posted declines in units and sales. Even so, LSR Coffee remained one of the most robust segments, with treat-driven innovation continuing to support category momentum.

Segment Overview

LSR COFFEE











Segment Overview

LSR COFFEE

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Starbucks	17,049	16,911	17,058	-0.8%	+0.9%	$26,540,000,000	$27,130,000,000	+2.2%	$1,593,000
Dunkin'	9,768	9,999	10,170	+2.4%	+1.7%	$13,327,611,805	$13,720,000,000	+2.9%	$1,372,069
Dutch Bros Coffee	982	1,136	1,122	+15.7%	-1.2%	$1,819,018,000	$2,385,600,000	+31.1%	$2,100,000
Scooter's Coffee	849	906	936	+6.7%	+3.3%	$737,474,530	$910,058,880	+23.4%	$1,004,480
Tim Hortons	634	683	687	+7.7%	+0.6%	$776,000,000	$866,059,700	+11.6%	$1,268,000
7 Brew	321	602	604	+87.5%	+0.3%	$502,000,000	$1,200,000,000	+139.0%	$2,600,000
Caribou Coffee	487	494	498	+1.4%	+0.8%	$366,043,460	$376,818,639	+2.9%	$764,214
Biggby Coffee	420	461	485	+9.8%	+5.2%	$288,366,116	$345,702,448	+19.9%	$756,742
Shipley Do Nuts	365	393	413	+7.7%	+5.1%	$320,000,000	$373,121,533	+16.6%	$950,023
Krispy Kreme	361	357	356	-1.1%	-0.3%	$748,000,000	$756,445,000	+1.1%	$2,118,894

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

UNITS

	2024 Q4	2025 Q4	1Y CAGR
7 Brew	321	602	+87.5%
Parlor Doughnuts	63	96	+52.4%
Mochinut	151	178	+17.9%

SALES

	2024 Q4	2025 Q4	1Y CAGR
7 Brew	$502,000,000	$1,200,000,000	+139.0%
Gregorys Coffee	$32,243,535	$43,541,862	+35.0%
Dutch Bros Coffee	$1,819,018,000	$2,385,600,000	+31.1%

Standout 2025 Menu Launches

LSR COFFEE

1 **STARBUCKS**

Chocolate-Covered Strawberry Crème Frappuccino

We blend strawberry puree and Frappuccino® chips with milk and ice, layered on top of a splash of strawberry puree and finished with vanilla whipped cream and mocha drizzle.

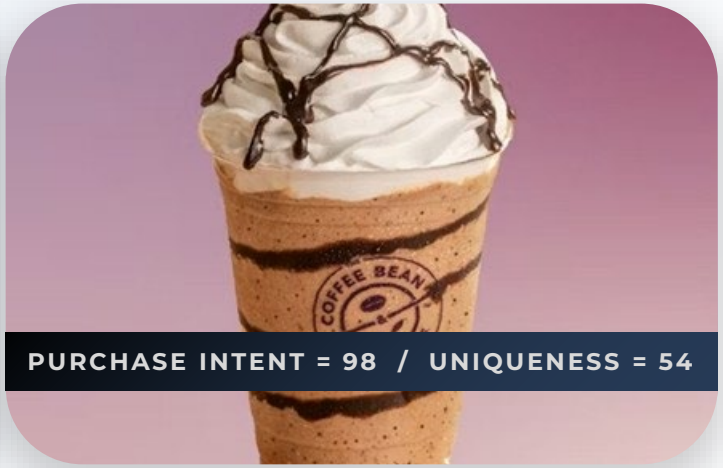


PURCHASE INTENT = 100 / UNIQUENESS = 98

2 **COFFEE BEAN AND TEA LEAF**

Ultimate Cold Brew Ice Blended Drink

The Ultimate version celebrates a coffee forward flavor that blends chocolate covered espresso beans with cold brew coffee. It's then finished with a swirl of dark chocolate syrup, whipped cream, and a dark chocolate crosshatch.



PURCHASE INTENT = 98 / UNIQUENESS = 54

3 **DUNKIN'**

Golden Hour Refresher

Lemonade mixed with mango-pineapple and strawberry-dragon fruit flavors.



PURCHASE INTENT = 92 / UNIQUENESS = 87

4 **DUTCH BROS. COFFEE**

Dulce de Leche Latte

Caramel & Sweet Cream Coffee w/ Soft Top, Caramel Drizzle, & Cinnamon Sprinks.



PURCHASE INTENT = 87 / UNIQUENESS = 52

Consumer Perception

LSR COFFEE

FOOD QUALITY

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Krispy Kreme	60%	-2%
Dutch Bros Coffee	58%	-3%
Peet's Coffee & Tea	57%	-2%
7 Brew	56%	N/A
Starbucks	55%	+1%

SERVICE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Dutch Bros Coffee	61%	-1%
Peet's Coffee & Tea	60%	-1%
Starbucks	57%	<1%
Scooter's Coffee	57%	+3%
7 Brew	56%	N/A

EXPERIENCE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Dutch Bros Coffee	64%	<1%
Peet's Coffee & Tea	59%	+2%
Starbucks	59%	<1%
Coffee Bean And Tea Leaf	58%	+4%
Scooter's Coffee	55%	+2%

LAST VISIT

Top-Ranked Chains

(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Coffee Bean And Tea Leaf	77%	+6%
Dutch Bros Coffee	76%	-1%
Biggby Coffee	76%	<1%
Scooter's Coffee	75%	+4%
Caribou Coffee	74%	-1%

VALUE FOR THE $

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Coffee Bean And Tea Leaf	47%	-2%
Peet's Coffee & Tea	47%	+3%
Dutch Bros Coffee	46%	-2%
7 Brew	45%	N/A
Caribou Coffee	44%	+2%

NET PROMOTER SCORE

Top-Ranked Chains

(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Dutch Bros Coffee	+27	46%	19%
Peet's Coffee & Tea	+25	43%	18%
Krispy Kreme	+24	45%	21%
Coffee Bean And Tea Leaf	+21	40%	19%
Scooter's Coffee	+20	42%	22%



LSR

DESSERT / SNACK

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Limited-service (QSR + Fast Casual) chains that specialize in dessert-focused or snack-oriented items such as ice cream, frozen yogurt, baked goods, and other sweet treats (such as cookies, cake, pie, etc.).

SEGMENT SUMMARY

LSR Dessert/Snack turned in a relatively steady 2025, with segment sales rising 4.7% and unit count by 1.3% across 47 brands. Swig emerged as the segment's biggest growth story. The dirty soda chain increased units by 44% and sales by 60%, benefiting from a format that has moved beyond niche status and into the broader QSR mainstream, with chains like Sonic and Taco Bell helping validate the trend. Other brands, including Wetzel's Pretzels, Insomnia Cookies, Dirty Dough, and newcomer Chip City, also posted strong gains. At the same time, some of the category's earlier highfliers, like Crumbl or The Peach Cobbler Factory, recorded significantly smaller growth figures in 2025 compared to their momentum from prior years, signaling perhaps the start of their maturation period.

Segment Overview

LSR DESSERT / SNACK











Segment Overview

LSR DESSERT / SNACK

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Dairy Queen	4,212	4,115	4,211	-2.3%	+2.3%	$4,909,000,000	$5,013,000,000	+2.1%	$1,218,000
Baskin Robbins	2,245	2,186	2,288	-2.6%	+4.7%	$1,168,540,144	$1,203,923,200	+3.0%	$526,669
Auntie Anne's	1,193	1,247	1,291	+4.5%	+3.5%	$1,032,609,740	$1,088,169,896	+5.4%	$903,668
Crumbl Cookies	1,059	1,098	1,120	+3.7%	+2.0%	$1,241,863,094	$1,233,940,278	-0.6%	$1,139,162
Cold Stone Creamery	975	1,035	1,056	+6.2%	+2.0%	$596,414,867	$625,546,020	+4.9%	$604,392
Cinnabon	1,030	990	907	-3.9%	-8.4%	$527,754,889	$575,684,648	+9.1%	$543,314
Nothing Bundt Cakes	655	773	800	+18.0%	+3.5%	$847,945,753	$1,103,440,761	+30.1%	$1,477,163
Rita's Ice	565	552	560	-2.3%	+1.4%	$194,595,420	$199,465,824	+2.5%	$364,488
Wetzel's Pretzels	418	450	380	+7.7%	-15.6%	$314,049,813	$365,900,000	+16.5%	$853,000
Great American Cookie Co	389	386	389	-0.8%	+0.8%	$221,298,064	$231,986,809	+4.8%	$609,161

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Swig	98	141	+43.9%
Van Leeuwen Artisan Ice Cream	55	67	+21.8%
Nothing Bundt Cakes	655	773	+18.0%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Swig	$105,010,198	$168,522,866	+60.5%
Dirty Dough	$13,856,700	$19,168,492	+38.3%
Nothing Bundt Cakes	$847,945,753	$1,103,440,761	+30.1%

Standout 2025 Menu Launches

LSR DESSERT / SNACK

1 **CINNABON**

Chocolate Peanut Butter Cup Chillatta made with Reese's

Chocolate, REESE'S Peanut Cups, and REESE'S PIECES. This Chillatta is sure to mesmerize your tastebuds.



PURCHASE INTENT = 94 / UNIQUENESS = 83

2 **BASKIN ROBBINS**

Flavor Flight

Can't decide on your favorite flavor? Now, guests can explore a variety of flavors in one fun order. Each Flavor Flight includes four 2.5 oz scoops, topped with waffle cone chips.



PURCHASE INTENT = 93 / UNIQUENESS = 95

3 **SWIG**

Mystic Mango

Water + Sugar Free Strawberry + Sugar Free Pineapple + Mango Puree + Fresh Lemon + Frozen Dragon Fruit.



PURCHASE INTENT = 92 / UNIQUENESS = 81

4 **NOTHING BUNDT CAKES**

S'mores made with Hershey's Individual Bundtlet

A rich chocolate cake baked with HERSHEY'S milk chocolate chips, mini marshmallows and graham cracker crumbs, drizzled with silky chocolate sauce and topped with a buttery graham streusel.



PURCHASE INTENT = 92 / UNIQUENESS = 95

Consumer Perception

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Nothing Bundt Cakes	67%	N/A
Cold Stone Creamery	65%	-2%
Jeremiah's Italian Ice	60%	N/A
Cinnabon	58%	-3%
Crumbl Cookies	58%	-3%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Nothing Bundt Cakes	62%	N/A
Jeremiah's Italian Ice	60%	N/A
Cold Stone Creamery	59%	-1%
Crumbl Cookies	54%	-3%
Rita's Ice	53%	+1%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Nothing Bundt Cakes	64%	N/A
Jeremiah's Italian Ice	60%	N/A
Cold Stone Creamery	57%	+1%
Crumbl Cookies	52%	-3%
Rita's Ice	52%	-1%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Nothing Bundt Cakes	84%	<1%
Jeremiah's Italian Ice	81%	<1%
Cold Stone Creamery	77%	+1%
Rita's Ice	74%	+5%
TCBY	74%	+4%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Jeremiah's Italian Ice	59%	N/A
TCBY	59%	+6%
Rita's Ice	52%	+6%
Carvel	48%	+1%
Nothing Bundt Cakes	46%	N/A

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Jeremiah's Italian Ice	+34	47%	13%
Nothing Bundt Cakes	+29	46%	17%
Cold Stone Creamery	+27	44%	17%
Carvel	+20	41%	21%
Cinnabon	+19	40%	21%



LSR

MEXICAN

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Limited-service (QSR + Fast Casual) chains that specialize in Mexican or Mexican-inspired cuisine. Typical menus include items such as tacos, burritos, bowls, and nachos.

SEGMENT SUMMARY

In 2025, LSR Mexican posted modest gains, growing units 1.4% and sales 3.7% across the segment's 29 brands. Much of that momentum came from the segment's biggest names. Taco Bell posted 6.0% sales growth, while Chipotle rose 5.4% as it continued to lean into protein-forward menu innovation. Qdoba also turned in a strong year, with both units and sales increasing by over 6%. Beyond the largest players, a handful of younger brands helped push the category forward. Bubbakoo's Burritos stood out with 22% sales growth, fueled by a globally influenced mix of tacos, burritos, and bowls, while Abelardo's Mexican Fresh entered the mix as a new addition to the segment. Not every player shared in the gains, however. Mid-tier legacy brands including Del Taco, Moe's Southwest Grill, and Taco Cabana remained under pressure, as Mexican concepts increasingly compete with a wider set of global formats for consumers looking for bold, international flavors.

Segment Overview

LSR MEXICAN



2025 Q4 UNITS

16,391 units

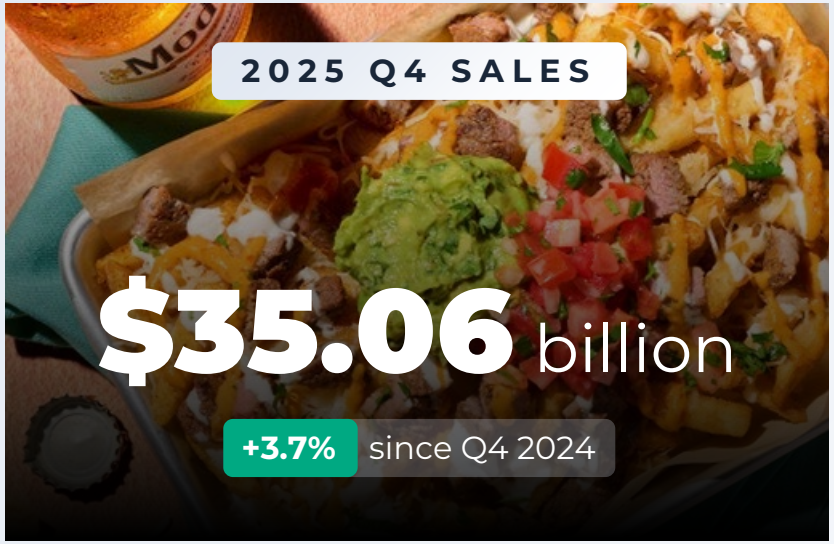
+1.4% since Q4 2024



2026 Q1 UNITS

16,775 units

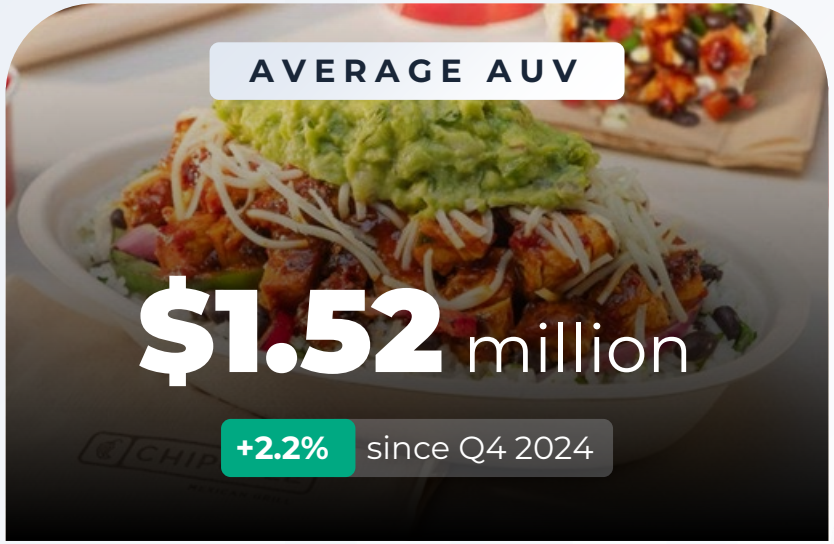
+2.5% since Q4 2025



2025 Q4 SALES

$35.06 billion

+3.7% since Q4 2024



AVERAGE AUV

$1.52 million

+2.2% since Q4 2024



NO. OF BRANDS

29

% OF TOP 500 UNITS

6.7%

% OF TOP 500 SALES

7.9%

Segment Overview

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Taco Bell	7,847	7,998	8,054	+1.9%	+0.7%	$15,067,275,264	$15,971,311,780	+6.0%	$2,051,389
Chipotle	3,621	3,726	3,985	+2.9%	+7.0%	$11,318,530,000	$11,925,601,000	+5.4%	$3,104,000
Qdoba	758	806	849	+6.3%	+5.3%	$1,224,500,196	$1,306,082,606	+6.7%	$1,675,367
Del Taco	594	576	557	-3.0%	-3.3%	$956,782,000	$918,836,000	-4.0%	$1,595,000
Moes Southwest Grill	596	568	559	-4.7%	-1.6%	$732,395,224	$668,085,131	-8.8%	$1,182,975
El Pollo Loco	498	503	504	+1.0%	+0.2%	$1,095,716,000	$1,125,405,000	+2.7%	$2,241,000
Taco John's	340	327	330	-3.8%	+0.9%	$414,687,000	$391,393,000	-5.6%	$1,173,219
Cafe Rio Mexican Grill	164	161	161	-1.8%	+0.0%	$451,551,080	$460,077,173	+1.9%	$2,889,025
Bubbakoo's Burritos	130	145	146	+11.5%	+0.7%	$112,581,323	$136,897,000	+21.6%	$944,124
Taco Cabana	146	130	130	-11.0%	+0.0%	$212,970,248	$204,379,216	-4.0%	$1,450,321

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Abelardo's Mexican Fresh	37	45	+21.6%
Bubbakoo's Burritos	130	145	+11.5%
Qdoba	758	806	+6.3%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Abelardo's Mexican Fresh	$24,105,163	$29,643,897	+23.0%
Bubbakoo's Burritos	$112,581,323	$136,897,000	+21.6%
Velvet Taco	$23,513,073	$25,660,243	+9.1%

Standout 2025 Menu Launches

1 **TACO BELL**

Cheesy Dipping Burritos

Two miniature burritos filled with stretchy cheese and choice of grilled marinated steak or roasted chicken, served with choice of creamy chipotle sauce, nacho cheese sauce, or reduced-fat sour cream.



PURCHASE INTENT = 95 / UNIQUENESS = 68

2 **TACO JOHN'S**

Wildberry Lemonade

Real-fruit wildberry puree mixed with Tropicana® Lemonade. Modify your drink to try it Dirty!



PURCHASE INTENT = 99 / UNIQUENESS = 91

3 **RUBIO'S**

Mercado Salad

Choice of grilled chicken, steak or seafood atop lettuce blend, black beans, guacamole, roasted corn blend, tortilla chips, cotija, salsa fresca, avocado tomatillo vinaigrette.

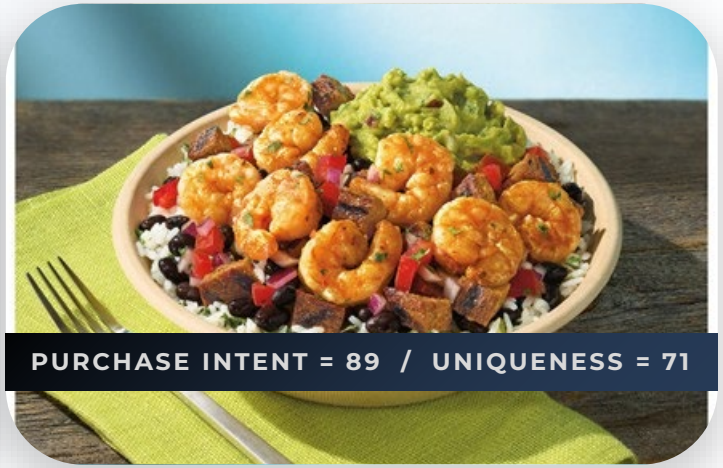


PURCHASE INTENT = 97 / UNIQUENESS = 64

4 **QDOBA**

Citrus Lime Shrimp Bowl

Consists of sustainably sourced shrimp tossed in a tangy citrus lime sauce and sauteed. The citrus lime sauce is described by Qdoba as " infused with garlic and a medley of irresistible spices."



PURCHASE INTENT = 89 / UNIQUENESS = 71

Consumer Perception

LSR MEXICAN

FOOD QUALITY

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Chipotle	63%	<1%
Cafe Rio Mexican Grill	60%	+2%
Baja Fresh	58%	<1%
Rubio's	57%	<1%
Qdoba	56%	+1%

SERVICE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Cafe Rio Mexican Grill	57%	+2%
Rubio's	57%	+3%
Chipotle	54%	<1%
Baja Fresh	53%	<1%
El Pollo Loco	51%	+4%

EXPERIENCE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Cafe Rio Mexican Grill	56%	+4%
Rubio's	54%	<1%
Baja Fresh	52%	+3%
Moes Southwest Grill	50%	+1%
Chipotle	49%	<1%

LAST VISIT

Top-Ranked Chains

(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Rubio's	75%	+3%
Baja Fresh	75%	+1%
Cafe Rio Mexican Grill	70%	<1%
Qdoba	65%	<1%
Moes Southwest Grill	64%	+3%

VALUE FOR THE $

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Baja Fresh	59%	+1%
Del Taco	59%	-2%
Rubio's	58%	-2%
Cafe Rio Mexican Grill	56%	+2%
Taco Bell	55%	<1%

NET PROMOTER SCORE

Top-Ranked Chains

(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Cafe Rio Mexican Grill	+21	40%	20%
Chipotle	+19	40%	21%
Qdoba	+16	37%	21%
El Pollo Loco	+15	39%	24%
Baja Fresh	+14	34%	20%



PIZZA

LSR

PIZZA

WHICH CHAINS QUALIFY IN THIS SEGMENT?

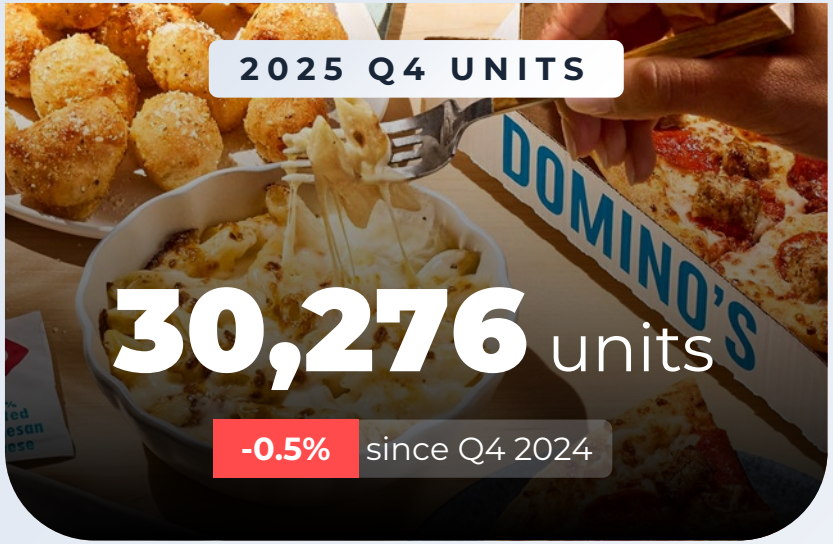
Limited-service (QSR + Fast Casual) chains whose core menu offering is pizza, whether that's sold as individual slices, whole pies, or other shareable, handheld, or customizable formats.

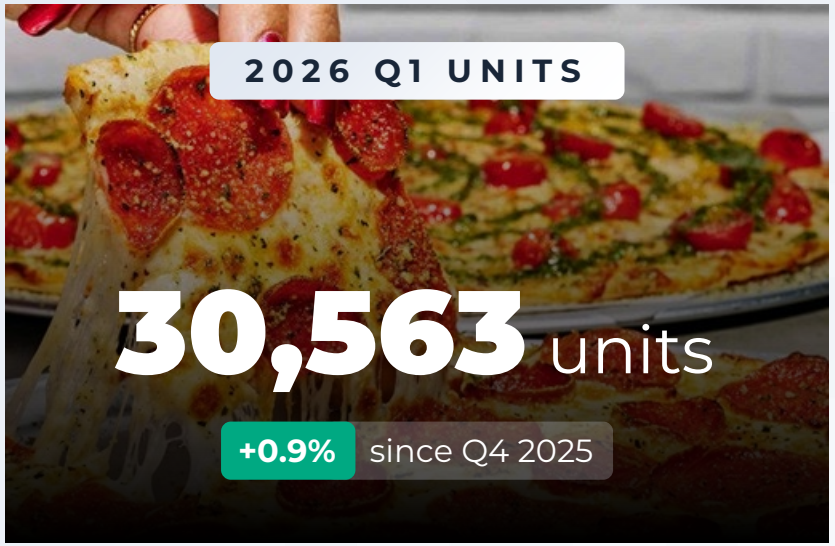
SEGMENT SUMMARY

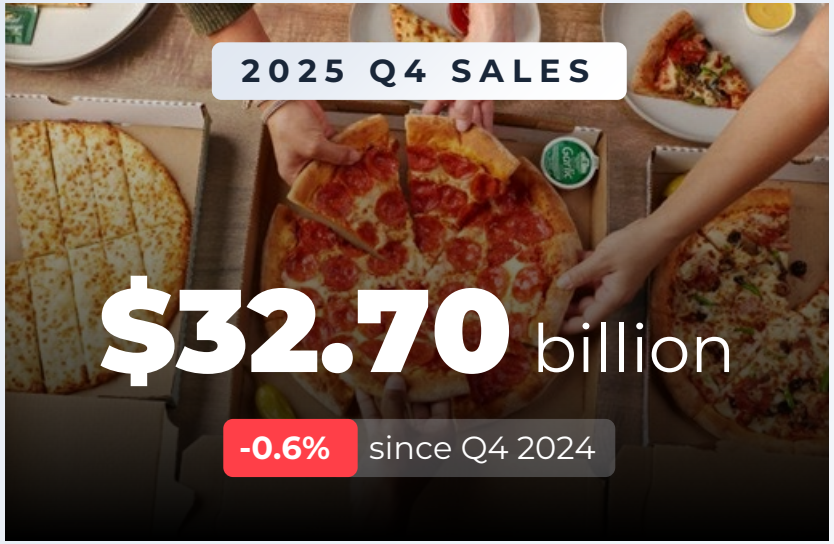
LSR Pizza was among the weakest-performing major segments in the 2026 Datassential 500, with both units and sales down roughly 0.5% across 56 brands. The category's biggest names like Domino's, Little Caesars, or Marco's Pizza helped provide some stability, but they were not enough to lift the segment as a whole. Pizza Hut, for example, lost ground in 2025, with units down by 3.9% and sales down 3.3%, while Papa Johns was essentially flat. Among the few bright spots, smaller player Gatti's Pizza grew units 10% and sales 25%, and Sarpino's Pizzeria and Snappy Tomato Pizza returned to the list. But throughout the rest of the segment, the pressure was more visible. In particular, fast casual pizza brands such as MOD Pizza, Blaze Pizza, &Pizza, and Pieology saw sharp unit contractions, reflecting a category that has become crowded and harder to sustain as consumers continued gravitating toward better value and broader convenience.

Segment Overview

LSR PIZZA











Segment Overview

LSR PIZZA

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS					SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Domino's Pizza	7,014	7,151	7,431	+2.0%	+3.9%	$9,500,100,000	$9,904,455,000	+4.3%	$1,384,903
Pizza Hut	6,518	6,267	6,185	-3.9%	-1.3%	$5,291,540,808	$5,118,000,000	-3.3%	$817,000
Little Caesars	4,245	4,337	4,289	+2.2%	-1.1%	$4,931,748,900	$4,974,978,130	+0.9%	$1,189,000
Papa Johns	3,291	3,294	3,238	+0.1%	-1.7%	$3,701,902,511	$3,664,883,485	-1.0%	$1,112,593
Marco's Pizza	1,159	1,184	1,224	+2.2%	+3.4%	$1,060,609,764	$1,037,130,580	-2.2%	$878,180
Papa Murphy's	1,044	1,014	1,003	-2.9%	-1.1%	$716,119,369	$697,336,431	-2.6%	$687,539
Hungry Howie's	516	500	499	-3.1%	-0.2%	$436,000,000	$435,628,587	-0.1%	$876,076
Jets Pizza	450	474	486	+5.3%	+2.5%	$434,509,244	$473,069,064	+8.9%	$998,036
Chuck E Cheese	472	468	470	-0.8%	+0.4%	$412,000,000	$423,652,090	+2.8%	$917,333
Mod Pizza	494	450	464	-8.9%	+3.1%	$592,404,000	$581,626,182	-1.8%	$1,261,662

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Ledo Pizza	136	167	170
D P Dough	58	64	64
Gattis Pizza	89	98	94

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Stoners Pizza Joint	$30,699,488	$38,494,655	+25.4%
Gattis Pizza	$126,324,968	$157,587,360	+24.7%
D P Dough	$36,437,079	$42,016,532	+15.3%

Standout 2025 Menu Launches

LSR PIZZA

1

PIZZA HUT

Pepperoni Lover's Pizza

Loaded with extra cheese and extra pepperoni.



2

DOMINO'S PIZZA

Parmesan Stuffed Crust Pizza

Features the chain's buttery-flavored Handmade Pan dough stuffed with cheese made with mozzarella (AKA "pizza cheese") topped with Domino's signature garlic seasoning and Parmesan.



3

DONATOS

Pepp Duo Pizza

Family-recipe pepperoni, diced pepperoni, smoked Provolone, Asiago and Romano Cheeses.



4

LITTLE CAESARS

Fantastic Four-N-One Pizza

Large four-quarter pizza topped to the edge featuring two slices each of: Cheese | Pepperoni | Italian Sausage & Bacon | Pepperoni & Jalapeño.



Consumer Perception

LSR PIZZA

FOOD QUALITY

Top-Ranked Chains

(% rating “best in class” or “above average”; Feb 2026)

	%	1Y Chg.
Mod Pizza	60%	<1%
Blaze Pizza	59%	<1%
Round Table Pizza	59%	-4%
Mountain Mike's Pizza	58%	-1%
Jets Pizza	57%	-3%

SERVICE

Top-Ranked Chains

(% rating “best in class” or “above average”; Feb 2026)

	%	1Y Chg.
Blaze Pizza	57%	+2%
Mountain Mike's Pizza	57%	+4%
Jets Pizza	56%	+4%
Mod Pizza	55%	-1%
Round Table Pizza	53%	-2%

EXPERIENCE

Top-Ranked Chains

(% rating “best in class” or “above average”; Feb 2026)

	%	1Y Chg.
Blaze Pizza	57%	+5%
Round Table Pizza	53%	+6%
Mod Pizza	52%	-1%
Mountain Mike's Pizza	51%	+1%
Marco's Pizza	51%	+3%

LAST VISIT

Top-Ranked Chains

(% rating “excellent” or “very good”; Feb 2026)

	%	1Y Chg.
Blaze Pizza	75%	+8%
Mod Pizza	72%	+5%
Jets Pizza	72%	-2%
Mountain Mike's Pizza	71%	-1%
Marco's Pizza	71%	-4%

VALUE FOR THE $

Top-Ranked Chains

(% rating “best in class” or “above average”; Feb 2026)

	%	1Y Chg.
Cici's Pizza	67%	+1%
Little Caesars	67%	+2%
Papa Murphy's	66%	-3%
Domino's Pizza	61%	+7%
Hungry Howie's	60%	+8%

NET PROMOTER SCORE

Top-Ranked Chains

(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Blaze Pizza	+25	43%	18%
Pizza Inn	+24	44%	20%
Round Table Pizza	+22	43%	21%
Mountain Mike's Pizza	+22	42%	21%
Jets Pizza	+20	42%	22%



LSR

SALAD / HEALTHFUL

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Limited-service (QSR + Fast Casual) chains focusing on health-oriented menus, with an emphasis on salads, grain bowls, juices, smoothies and other better-for-you items.

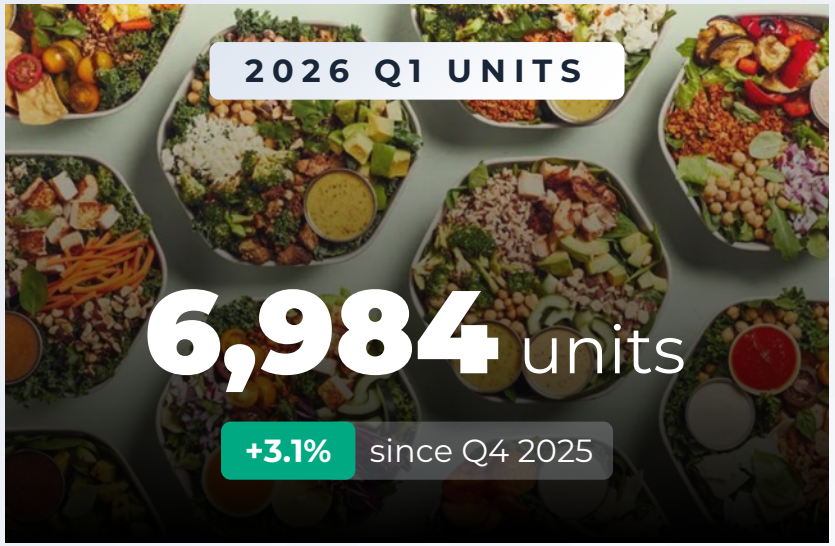
SEGMENT SUMMARY

LSR Salad/Healthful remained one of the Datassential 500's fastest- and most consistently-growing segments, having expanded units by 3.3% and sales by 2.8% across 34 brands in 2025. The strongest performers were concepts that paired wellness positioning with stronger indulgence cues and more visible protein. Pure Green, Honeygrow, Playa Bowls, Just Salad, and newcomer Toastique all posted double-digit gains in both units and sales. Tropical Smoothie Cafe saw another strong year, with sales up 14%. Meanwhile, several mall-based and juice-heavy brands like Freshens or Pressed Juicery saw notable unit contractions. The split within the segment is becoming harder to miss: consumers still respond well to health-forward brands, but increasingly only when those brands also offer convenience, satiety, and a more craveable sense of value.

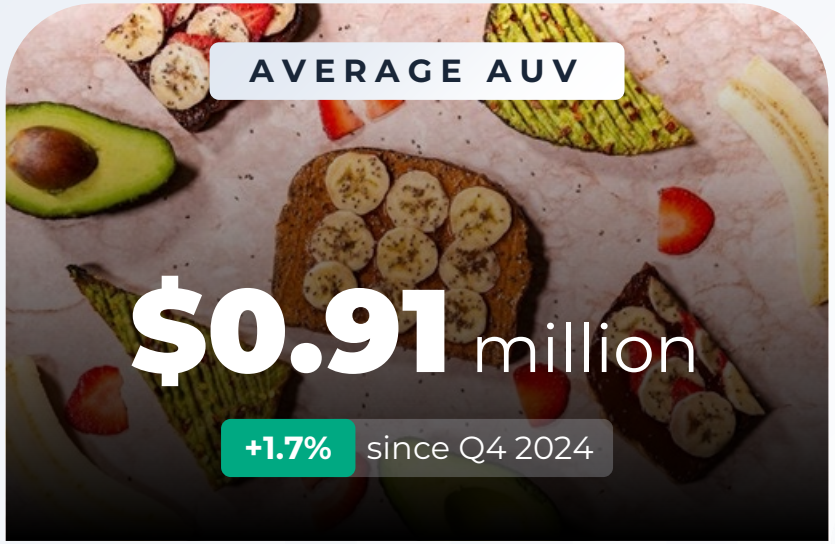
Segment Overview

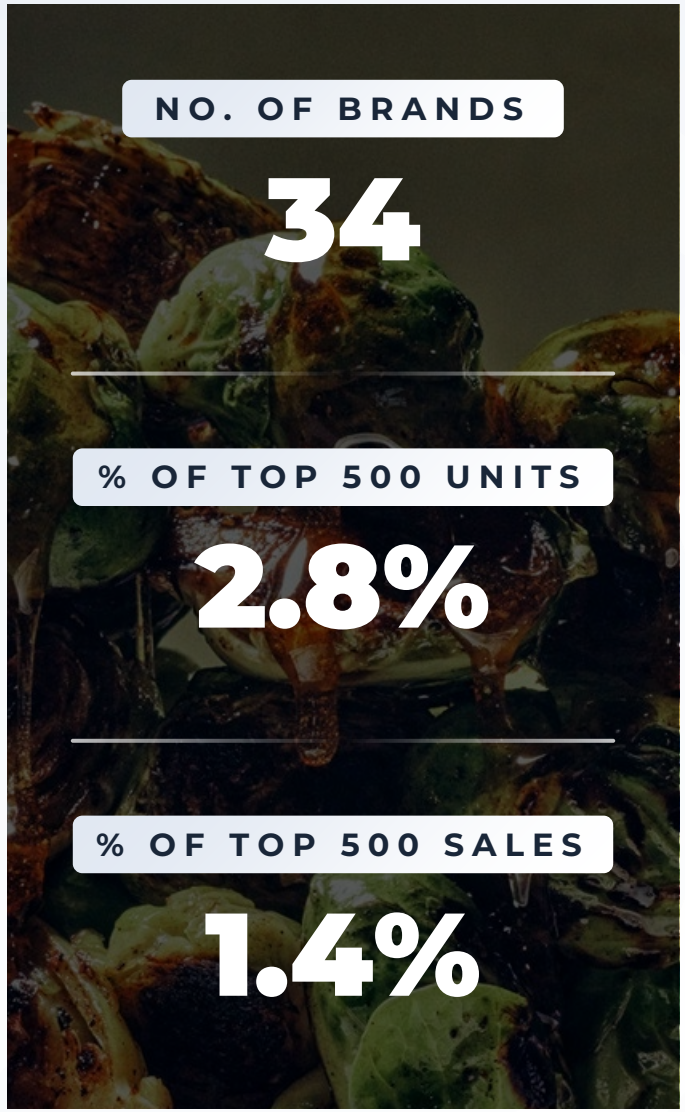
LSR SALAD / HEALTHFUL











Segment Overview

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Tropical Smoothie Cafe	1,515	1,651	1,725	+9.0%	+4.5%	$1,419,115,771	$1,614,000,000	+13.7%	$978,298
Smoothie King	1,201	1,242	1,282	+3.4%	+3.2%	$767,518,331	$811,133,879	+5.7%	$662,015
Jamba	727	710	712	-2.3%	+0.3%	$493,487,681	$474,341,492	-3.9%	$674,979
Playa Bowls	290	372	398	+28.3%	+7.0%	$313,992,138	$514,345,311	+63.8%	$1,110,897
Sweetgreen	246	281	288	+14.2%	+2.5%	$676,826,000	$679,474,000	+0.4%	$2,677,000
Nekter Juice Bar	225	223	221	-0.9%	-0.9%	$132,824,581	$143,593,382	+8.1%	$648,277
Planet Smoothie	154	160	167	+3.9%	+4.4%	$45,699,833	$48,733,001	+6.6%	$301,137
Freshens	196	127	127	-35.2%	+0.0%	$210,373,910	$108,503,279	-48.4%	$858,276
Clean Eatz	126	125	125	-0.8%	+0.0%	$201,222,460	$145,478,600	-27.7%	$1,199,824
Salad And Go	141	117	91	-17.0%	-22.2%	$215,963,691	$145,194,783	-32.8%	$1,259,825

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

UNITS

	2024 Q4	2025 Q4	1Y CAGR
Toastique	36	57	+58.3%
Pure Green	51	71	+39.2%
Honeygrow	54	71	+31.5%

SALES

	2024 Q4	2025 Q4	1Y CAGR
Toastique	$17,132,339	$30,034,204	+75.3%
Playa Bowls	$313,992,138	$514,345,311	+63.8%
Honeygrow	$86,902,785	$134,999,550	+55.3%

Standout 2025 Menu Launches

1 **SMOOTHIE KING**

Hydration Pineapple Mango Smoothie

Pineapples, Mangoes, Apple Pineapple Juice Blend, Coconut Water, Electrolyte Blend Enhancer, and Stevia Plant Based Sweetener.



2 **TROPICAL SMOOTHIE CAFE**

All American Wrap

Bacon or sausage, eggs, cheddar & mozzarella – 17g/23g of protein.



3 **SALADWORKS**

Grilled Chicken Caesar Salad

Comes with a base of Romaine/Iceberg Blend and served with Grilled Chicken, Sliced Egg, Parmesan Cheese and Housemade Croutons. We recommend our Classic Caesar dressing.



4 **PLAYA BOWLS**

Chocolate Covered Strawberry Smoothie

A blend of strawberries, chocolate protein, coconut milk, and a new chocolate sauce.



Consumer Perception

LSR SALAD / HEALTHFUL

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Sweetgreen	61%	<1%
Nekter Juice Bar	56%	-3%
Smoothie King	56%	-1%
Tropical Smoothie Cafe	56%	-1%
Jamba	55%	-1%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Sweetgreen	59%	+1%
Planet Smoothie	55%	N/A
Nekter Juice Bar	53%	-3%
Smoothie King	53%	<1%
Tropical Smoothie Cafe	53%	-1%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Sweetgreen	55%	-2%
Planet Smoothie	55%	N/A
Nekter Juice Bar	53%	<1%
Smoothie King	52%	+1%
Tropical Smoothie Cafe	52%	<1%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Nekter Juice Bar	76%	<1%
Saladworks	74%	+3%
Sweetgreen	73%	-2%
Tropical Smoothie Cafe	73%	<1%
Playa Bowls	72%	<1%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Nekter Juice Bar	65%	+15%
Saladworks	62%	+5%
Planet Smoothie	55%	N/A
Sweetgreen	53%	+3%
Playa Bowls	51%	N/A

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Sweetgreen	+25	43%	18%
Nekter Juice Bar	+22	43%	21%
Tropical Smoothie Cafe	+21	41%	20%
Smoothie King	+19	40%	22%
Planet Smoothie	+17	35%	18%



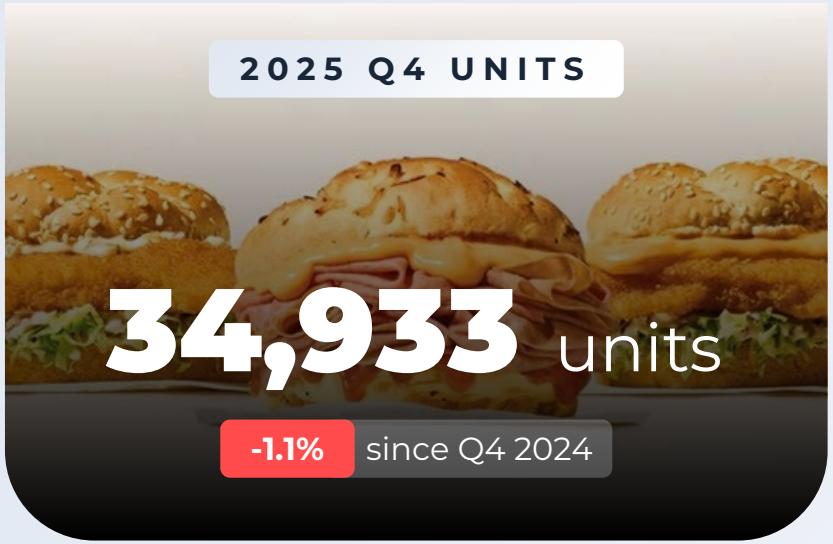
LSR SANDWICH

WHICH CHAINS QUALIFY IN THIS SEGMENT?
Limited-service (QSR + Fast Casual) chains focusing on sandwiches, subs, and wraps as their primary menu items.

SEGMENT SUMMARY
As an aggregate segment, LSR Sandwich saw mixed results in 2025, total units down 1.1% but sales up 2.1% across the segment's 38 brands. Subway, the segment leader, contracted on both units (–3.8%) and sales (–1.8%), pulling the segment's overall unit count into the negative. Meanwhile, Jersey Mike's stood out with 8% unit growth and 18% sales growth; the brand's sale to Blackstone added another sign of investor confidence ahead of a planned 2026 IPO filing. Jimmy John's, Portillo's Hot Dogs, and West Coast Sourdough also posted healthy gains. On the flip side, Arby's slipped modestly, and smaller chains such as Erbert & Gerbert's, Blimpie, and Which Wich lost ground as consumers increasingly favored fresher bread, stronger quality cues, and more globally influenced flavors.

Segment Overview

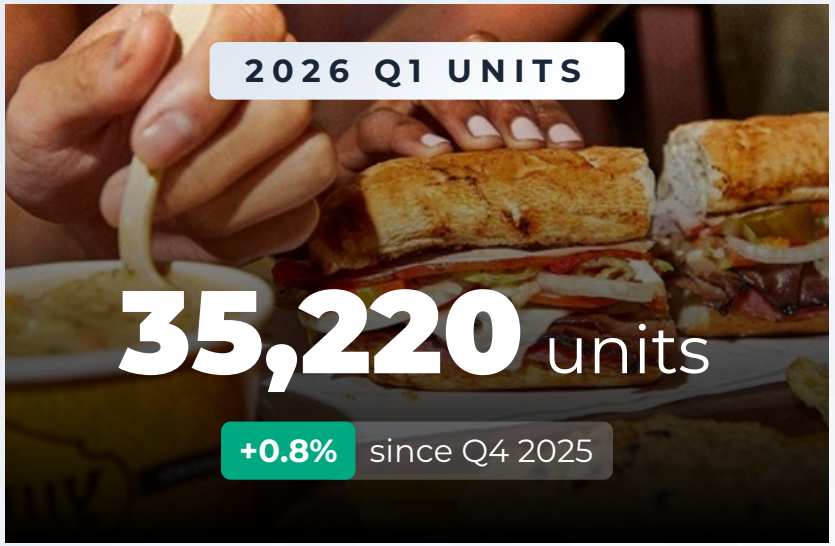
LSR SANDWICH



2025 Q4 UNITS

34,933 units

-1.1% since Q4 2024



2026 Q1 UNITS

35,220 units

+0.8% since Q4 2025



2025 Q4 SALES

$29.54 billion

+2.1% since Q4 2024



AVERAGE AUV

$1.31 million

+1.2% since Q4 2024



NO. OF BRANDS

38

% OF TOP 500 UNITS

14.4%

% OF TOP 500 SALES

6.6%

Segment Overview

LSR SANDWICH

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Subway	19,322	18,592	18,589	-3.8%	-0.0%	$9,589,000,000	$9,415,900,000	-1.8%	$506,449
Arby's	3,365	3,265	3,282	-3.0%	+0.5%	$4,387,500,000	$4,202,870,756	-4.2%	$1,274,787
Jersey Mike's	2,989	3,227	3,290	+8.0%	+2.0%	$3,731,000,000	$4,386,750,000	+17.6%	$1,367,578
Jimmy John's	2,689	2,777	2,764	+3.3%	-0.5%	$2,618,862,686	$2,797,600,000	+6.8%	$1,007,437
Firehouse Subs	1,233	1,276	1,263	+3.5%	-1.0%	$1,168,000,000	$1,253,730,000	+7.3%	$985,378
Charley's Philly Steaks	808	821	843	+1.6%	+2.7%	$635,763,460	$693,839,069	+9.1%	$845,372
McAlister's Deli	560	572	577	+2.1%	+0.9%	$1,034,900,097	$1,043,717,909	+0.9%	$1,868,219
Potbelly	442	470	473	+6.3%	+0.6%	$560,494,000	$587,300,705	+4.8%	$1,333,774
Chicken Salad Chick	288	326	341	+13.2%	+4.6%	$384,802,100	$488,658,352	+27.0%	$1,498,952
Penn Station East Coast Subs	322	322	321	+0.0%	-0.3%	$262,178,526	$274,351,155	+4.6%	$856,678

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
West Coast Sourdough	49	65	+32.7%
Sourdough And Company	80	99	+23.8%
Dog Haus	59	67	+13.6%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
West Coast Sourdough	$27,215,806	$36,609,306	+34.5%
Chicken Salad Chick	$384,802,100	$488,658,352	+27.0%
Dog Haus	$95,718,760	$117,109,792	+22.3%

Standout 2025 Menu Launches

1

ARBY'S

Prime Rib Steak Nuggets

Feature juicy, bite-sized pieces of smoked prime rib steak, served with a side of Hickory BBQ sauce for dipping.



PURCHASE INTENT = 98 / UNIQUENESS = 100

2

PENN STATION EAST COAST SUBS

Mega Cheesesteak

Mega portion of 100% U.S.D.A. Choice Steak , pepperoni, provolone and American cheese, sautéed onions, fresh mushrooms, banana peppers and mayonnaise.



PURCHASE INTENT = 96 / UNIQUENESS = 52

3

JIMMY JOHN'S

Toasted Sicilian Pizza Sandwich

Salami, capocollo, and ham with molten mozzarella and marinara, finished with an oregano-basil dusting on French bread for a bold Sicilian-style bite.



PURCHASE INTENT = 94 / UNIQUENESS = 88

4

MCALISTER'S DELI

Chicago Style French Dip

Black Angus roast beef, melted Swiss, and Chicago style Giardiniera peppers, served on toasted baguette with hot Au Jus.



PURCHASE INTENT = 90 / UNIQUENESS = 76

Consumer Perception

LSR SANDWICH

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Portillo's Hot Dogs	65%	-1%
Jersey Mike's	64%	-1%
Firehouse Subs	63%	+1%
McAlister's Deli	62%	+1%
Chicken Salad Chick	59%	N/A

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Portillo's Hot Dogs	63%	+1%
Jersey Mike's	59%	<1%
Firehouse Subs	56%	<1%
McAlister's Deli	56%	+1%
Chicken Salad Chick	56%	N/A

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Portillo's Hot Dogs	58%	-1%
Chicken Salad Chick	58%	N/A
Jersey Mike's	55%	<1%
Firehouse Subs	55%	+1%
McAlister's Deli	53%	-1%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Jersey Mike's	76%	-3%
Togo's	76%	+7%
Portillo's Hot Dogs	75%	-1%
Firehouse Subs	75%	-1%
Which Wich	74%	+7%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Blimpie	63%	+9%
American Deli	58%	+2%
Which Wich	57%	+12%
Nathan's Famous	56%	+4%
Togo's	55%	-2%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Portillo's Hot Dogs	+34	50%	16%
Jersey Mike's	+26	44%	18%
Firehouse Subs	+22	41%	19%
McAlister's Deli	+20	41%	21%
Schlotzsky's	+20	42%	22%



LSR

REGIONAL / GLOBAL

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Limited-service (QSR + Fast Casual) chains that offer cuisines that are either regionally specific within the U.S. (e.g. Southern, BBQ, Hawaiian, etc.) or globally inspired but do not fit into other more specific categories (e.g., Asian, Mediterranean, etc.).

SEGMENT SUMMARY

In 2025, LSR Regional/Global increased units by 2.6% and sales by 4.2%, with much of the growth coming from Mediterranean and halal concepts. Shah's Halal posted standout gains, with units up 77%, while Naz's Halal, The Halal Shack, and Hummus Republic all entered the ranking for the first time. CAVA sustained its rapid rise, with unit growth of 20% and sales growth of 22% as it crossed the $1 billion revenue mark. Panda Express, Teriyaki Madness, The Great Greek Mediterranean Grill, and Mo' Bettahs Hawaiian also posted double-digit gains. Meanwhile, more mature chains like Dickey's Barbecue Pit, Noodles & Co., and Long John Silver's saw significant unit declines as consumers are increasingly favoring fresher concepts with clearer global inspirations.

Segment Overview

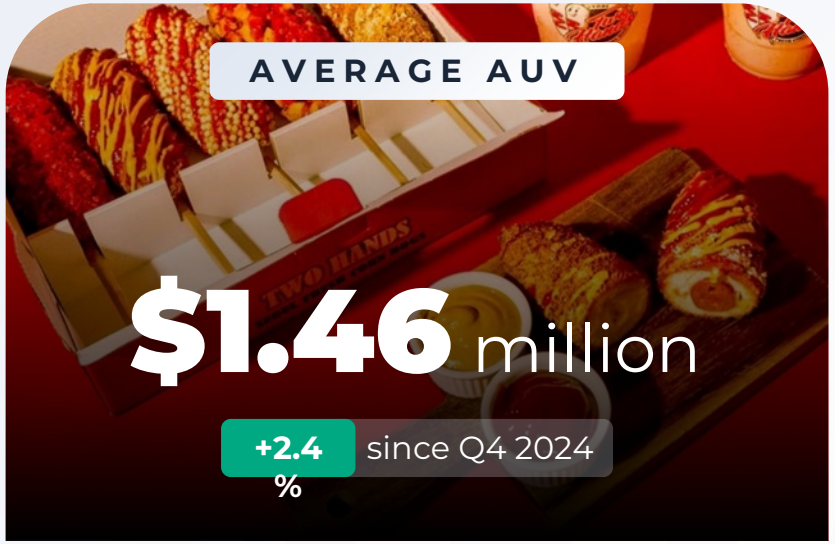
LSR REGIONAL / GLOBAL











Segment Overview

LSR REGIONAL / GLOBAL

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Panda Express	2,502	2,590	2,638	+3.5%	+1.9%	$6,742,066,587	$7,500,000,000	+11.2%	$2,895,750
Captain D's	530	518	525	-2.3%	+1.4%	$548,360,678	$548,860,527	+0.1%	$1,041,323
Long John Silver's	485	474	481	-2.3%	+1.5%	$411,070,463	$362,161,804	-11.9%	$749,693
The Honey Baked Ham Co	439	448	498	+2.1%	+11.2%	$542,647,461	$567,014,464	+4.5%	$1,265,568
Cava Grill	367	439	470	+19.6%	+7.1%	$954,273,000	$1,169,286,000	+22.5%	$2,934,000
Noodles & Co	463	423	408	-8.6%	-3.5%	$600,236,916	$597,983,000	-0.4%	$1,360,000
Dickey's Barbecue Pit	386	340	330	-11.9%	-2.9%	$315,187,355	$292,703,835	-7.1%	$874,840
L and L Hawaiian Barbecue	227	228	242	+0.4%	+6.1%	$236,740,000	$244,643,000	+3.3%	$1,068,000
Teriyaki Madness	158	199	198	+25.9%	-0.5%	$159,455,587	$190,286,143	+19.3%	$1,113,760
Waba Grill	191	194	193	+1.6%	-0.5%	$170,206,257	$178,517,131	+4.9%	$934,253

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Shah's Halal Food	73	129	+76.7%
The Halal Shack	35	46	+31.4%
Teriyaki Madness	158	199	+25.9%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Hummus Republic	$16,378,969	$27,803,035	+69.7%
The Great Greek Mediterranean Grill	$72,830,450	$99,293,330	+36.3%
Naz's Halal Food	$66,602,854	$88,813,764	+33.3%

Standout 2025 Menu Launches

1 **FAZOLI'S**

Warm Italian Donuts

Dough fried until crispy on the outside, fluffy on the inside and dusted with Powdered Sugar. Served with Ghirardelli Chocolate Sauce.



PURCHASE INTENT = 99 / UNIQUENESS = 50

2 **NOODLES & COMPANY**

Green Goddess Chicken Cobb Salad

Mixed greens, green goddess ranch dressing, grilled chicken, bacon, hard-boiled egg, avocado, feta, grape tomatoes, Persian cucumbers, pickled red onion and garlic croutons.



PURCHASE INTENT = 97 / UNIQUENESS 64

3 **PEI WEI**

Dragon Fruit Lemonade

A refreshing iced lemonade infused with exotic dragon fruit flavors, complemented by strawberry undertones and bright citrus notes.



PURCHASE INTENT = 96 / UNIQUENESS = 79

4 **PANDA EXPRESS**

Crispy Sesame Shrimp & Beef

Featuring a bold blend of American and Chinese flavors, Crispy Sesame Shrimp & Beef pairs tempura-battered shrimp and crispy beef strips with fresh vegetables, all tossed in a mildly spicy, umami-rich sauce inspired by the Sichuan classic Mouthwatering Chicken.



PURCHASE INTENT = 83 / UNIQUENESS = 86

Consumer Perception

LSR REGIONAL / GLOBAL

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
CAVA	61%	-2%
Waba Grill	58%	+3%
Dickey's Barbecue Pit	55%	<1%
Pei Wei	54%	-2%
Noodles & Co	53%	<1%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
CAVA	58%	-4%
Waba Grill	55%	+4%
Dickey's Barbecue Pit	52%	+1%
Noodles & Co	52%	+3%
Pita Pit	52%	+5%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
CAVA	55%	+2%
Waba Grill	54%	+3%
Pei Wei	53%	+6%
Dickey's Barbecue Pit	50%	+1%
Noodles & Co	48%	+2%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
CAVA	75%	-1%
Pei Wei	71%	+2%
Pita Pit	71%	+4%
Waba Grill	70%	-4%
Dickey's Barbecue Pit	68%	+2%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Pita Pit	66%	+7%
Pei Wei	57%	+5%
Waba Grill	57%	-4%
Fazoli's	56%	+5%
Dickey's Barbecue Pit	52%	+8%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
CAVA	+26	44%	18%
Dickey's Barbecue Pit	+18	39%	21%
Waba Grill	+17	38%	21%
Noodles & Co	+17	38%	20%
Pei Wei	+14	36%	22%



FSR AMERICAN

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Full-service (Midscale + Casual + Fine Dining) chains offering a broad American menu, including items such as burgers, sandwiches, steaks, and salads. These restaurants typically cater to a variety of dining occasions, from family meals to special celebrations.

SEGMENT SUMMARY

Throughout 2025, FSR American endured yet another challenging year, as aggregate units for the segment fell by 2.6% and sales rose just 1.2%, a weak result for one of full service's largest segments. Chili's was the clear exception. While the brand saw a marginal 0.7%-unit contraction, its systemwide sales grew by over 20%, fueled by its viral Triple Dipper offering and strong value plays. Outside of Chili's, the pressure on legacy casual dining was hard to ignore. TGI Fridays continued shrinking after bankruptcy, with total units down by over 30%, while Bar Louie, Johnny Rockets, and Red Robin also saw notable unit and sales declines. Overall, despite the isolated success of other emerging brands like Cooper's Hawk or Bubba's 33, the broader story for FSR American in 2025 was about a segment still searching for relevance. In 2025, value, buzz, and a more distinctive dining experience mattered far more than legacy brand equity alone.

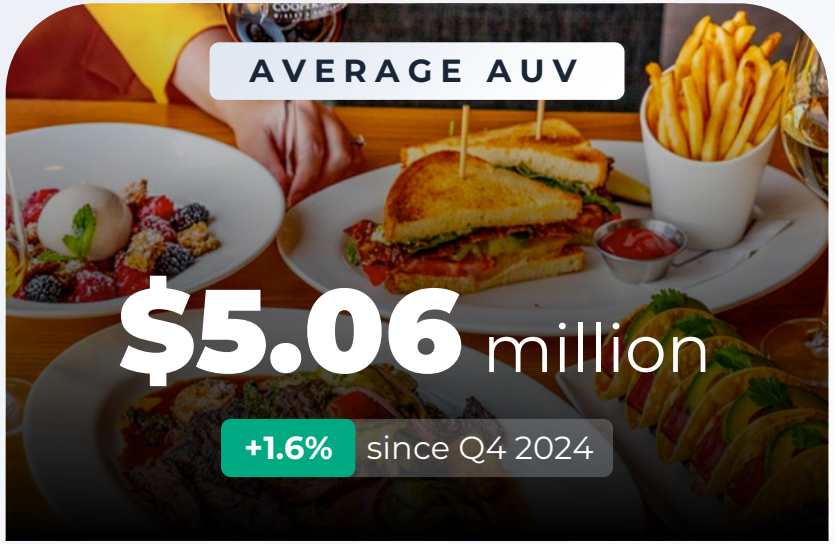
Segment Overview

FSR AMERICAN











Segment Overview

FSR AMERICAN

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Applebee's	1,492	1,475	1,465	-1.1%	-0.7%	$4,250,300,000	$4,073,551,754	-4.2%	$2,763,603
Chili's	1,214	1,206	1,211	-0.7%	+0.4%	$5,163,000,000	$6,209,200,000	+20.3%	$5,162,846
Red Robin	487	464	469	-4.7%	+1.1%	$1,507,789,072	$1,389,893,440	-7.8%	$2,995,460
BJ's Restaurant & Brewhouse	218	219	224	+0.5%	+2.3%	$1,357,302,000	$1,399,126,000	+3.1%	$6,404,000
Ruby Tuesday	213	204	195	-4.2%	-4.4%	$325,297,684	$322,553,913	-0.8%	$1,581,147
Cheesecake Factory	210	201	216	-4.3%	+7.5%	$2,661,600,000	$2,688,797,000	+1.0%	$12,464,000
Cheddar's Scratch Kitchen	189	187	192	-1.1%	+2.7%	$809,008,481	$830,500,000	+2.7%	$4,440,941
Ninety Nine Restaurant And Pub	93	96	96	+3.2%	+0.0%	$295,850,000	$299,550,392	+1.3%	$3,125,852
Yard House	88	90	95	+2.3%	+5.6%	$848,000,000	$892,500,000	+5.2%	$9,916,555
TGI Fridays	120	83	82	-30.8%	-1.2%	$948,716,000	$305,875,985	-67.8%	$3,598,541

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Bubba's 33	48	56	+16.7%
Firebirds Wood Fired Grill	65	70	+7.7%
Cooper's Hawk	66	70	+6.1%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Chili's	$5,163,000,000	$6,209,200,000	+20.3%
Bubba's 33	$293,905,080	$335,210,000	+14.1%
Lazy Dog Restaurant and Bar	$404,950,000	$436,564,261	+7.8%

Standout 2025 Menu Launches

1

CHEESECAKE FACTORY

Southern Fried Chicken Bowl

With Fresh Buttered Corn, Green Beans and a Buttermilk Biscuit Over Mashed Potatoes and Gravy.



PURCHASE INTENT = 100 / UNIQUENESS = 25

2

APPLEBEE'S

Rummin' Back Daq

Score big with this hand-shaken Daiquiri featuring Captain Morgan Spiced Rum, triple sec, strawberry and lime.



PURCHASE INTENT = 99 / UNIQUENESS = 69

3

BJ'S RESTAURANT & BREWHOUSE

Brewhouse Bites Sampler

Sliders | Mozzarella Sticks | Choice of Bone-In or Boneless Wings | Chips and choice of Spinach & Artichoke Dip, Housemade Guacamole, or Sriracha Queso Dip.



PURCHASE INTENT = 98 / UNIQUENESS = 70

4

RED ROBIN

Big Yummm Burger Deal

Includes a Red's Double Tavern Burger, choice of Bottomless Side, and Bottomless Beverage.



PURCHASE INTENT = 98 / UNIQUENESS 74

Consumer Perception

FSR AMERICAN

FOOD QUALITY

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Cheesecake Factory	70%	-4%
Cooper's Hawk	66%	N/A
Firebirds Wood Fired Grill	66%	N/A
Cheddar's Scratch Kitchen	65%	<1%
Seasons 52	62%	-2%

SERVICE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Cheesecake Factory	68%	-3%
Firebirds Wood Fired Grill	65%	N/A
Cooper's Hawk	64%	N/A
Cheddar's Scratch Kitchen	63%	+4%
Seasons 52	61%	<1%

EXPERIENCE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Cheesecake Factory	65%	-3%
Cooper's Hawk	65%	N/A
Firebirds Wood Fired Grill	63%	N/A
Cheddar's Scratch Kitchen	61%	+1%
Yard House	60%	-2%

LAST VISIT

Top-Ranked Chains

(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Cooper's Hawk	80%	<1%
Seasons 52	77%	+2%
Firebirds Wood Fired Grill	75%	<1%
Cheddar's Scratch Kitchen	74%	+2%
Yard House	73%	+4%

VALUE FOR THE $

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Cheddar's Scratch Kitchen	57%	+7%
Ninety Nine Restaurant And Pub	53%	+5%
Chili's	51%	+4%
O'Charley's	51%	+6%
Seasons 52	49%	+5%

NET PROMOTER SCORE

Top-Ranked Chains

(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Cheesecake Factory	+31	47%	16%
Firebirds Wood Fired Grill	+30	47%	18%
Cheddar's Scratch Kitchen	+30	46%	16%
Cooper's Hawk	+28	46%	18%
Seasons 52	+26	43%	17%



FSR

MIDSCALE

WHICH CHAINS QUALIFY IN THIS SEGMENT?

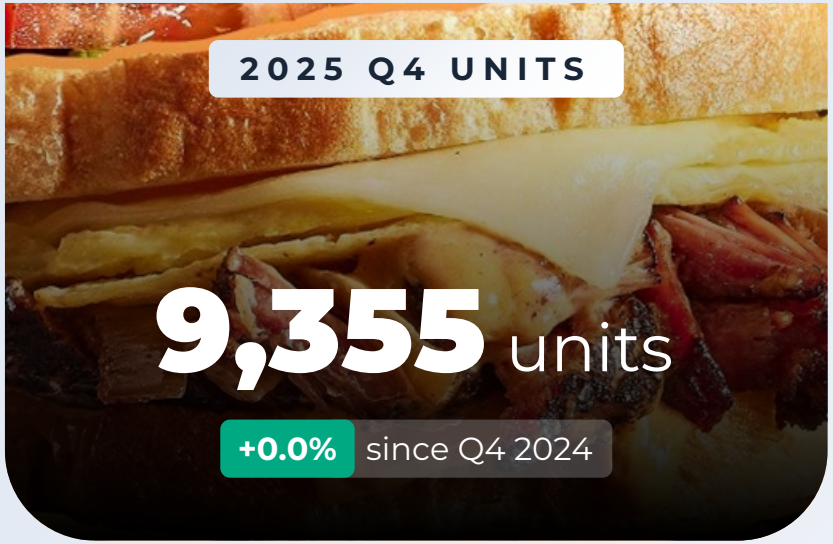
Full-service (Midscale + Casual + Fine Dining) chains specializing in breakfast and diner foods and typically provide more moderately priced meals with a broad appeal.

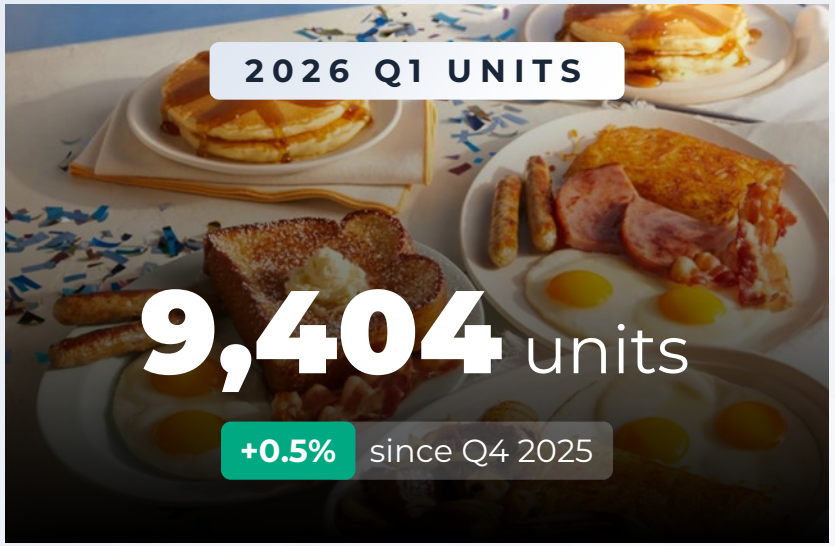
SEGMENT SUMMARY

FSR Midscale was largely stuck in place in 2025, with essentially flat unit growth and aggregate sales only rising by 0.3% across 29 brands. First Watch led the segment in terms of growth once again, with total units increasing by 11% and sales by 16% year-over-year. Black Bear Diner and Waffle House also saw slim gains across sales and units. Elsewhere, the picture was softer. Denny's continued its multi-year unit decline, closing a net 64 locations, while other legacy midscale brands like IHOP, Cracker Barrel, and Bob Evans saw slightly negative year-over-year growth figures. Smaller chains such as Maple Street Biscuit Company and Big Boy also saw double-digit unit contractions. For much of midscale dining, the challenge was not simply traffic—it was staying relevant with younger consumers who are increasingly less attached to traditional family dining formats.

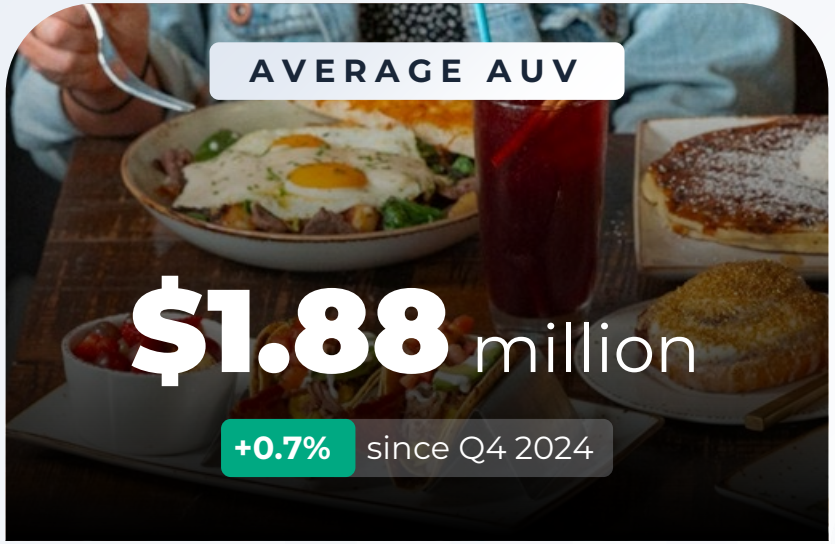
Segment Overview

FSR MIDSCALE











Segment Overview

FSR MIDSCALE

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Waffle House	2,003	2,025	2,049	+1.1%	+1.2%	$1,410,060,000	$1,467,198,652	+4.1%	$730,648
IHOP	1,687	1,684	1,673	-0.2%	-0.7%	$3,526,000,000	$3,390,000,000	-3.9%	$2,013,000
Denny's	1,334	1,270	1,264	-4.8%	-0.5%	$2,538,393,403	$2,480,000,000	-2.3%	$1,945,000
Cracker Barrel	658	656	657	-0.3%	+0.2%	$2,719,514,000	$2,677,139,000	-1.6%	$4,076,000
First Watch	572	633	649	+10.7%	+2.5%	$1,184,469,000	$1,375,045,000	+16.1%	$2,294,000
Bob Evans	431	423	418	-1.9%	-1.2%	$815,513,650	$823,652,238	+1.0%	$1,947,168
Golden Corral	351	348	340	-0.9%	-2.3%	$1,631,007,205	$1,610,671,874	-1.2%	$4,628,367
Braum's	314	323	328	+2.9%	+1.5%	$279,769,609	$294,179,582	+5.2%	$922,193
Huddle House	272	258	260	-5.1%	+0.8%	$221,422,406	$198,235,248	-10.5%	$774,871
Perkins American Food Co.	250	253	253	+1.2%	+0.0%	$527,144,996	$511,275,000	-3.0%	$2,005,000

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

UNITS

	2024 Q4	2025 Q4	1Y CAGR
Keke's Breakfast Cafe	66	80	+21.2%
Eggs Up Grill	87	105	+20.7%
First Watch	572	633	+10.7%

SALES

	2024 Q4	2025 Q4	1Y CAGR
Eggs Up Grill	$101,611,670	$139,901,670	+37.7%
First Watch	$1,184,469,000	$1,375,045,000	+16.1%
Keke's Breakfast Cafe	$109,099,917	$126,000,000	+15.5%

Standout 2025 Menu Launches

FSR MIDSCALE

1

HUDDLE HOUSE

Grilled Chicken Salad

Mixed greens, carrots, red cabbage, tomatoes, topped with marinated grilled chicken, cheddar cheese, Applewood smoked bacon, croutons, onion tanglers.



2

BOB EVANS

Sunshine Refresher

A refreshing mix of strawberry, 100% orange juice and strawberry lemonade.



3

CRACKER BARREL

Campfire Shrimp Skillet

Grilled shrimp and andouille sausage with campfire seasoned sweet corn on the cob and red skin potatoes cooked in a tasty buttery broth and sealed in foil to lock in the flavor.



4

FIRST WATCH

Watermelon Wake-Up

A beverage of watermelon, pineapple, and lime juices with mint.



Consumer Perception

FSR MIDSCALE

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
First Watch	66%	-3%
Cracker Barrel	59%	-1%
Black Bear Diner	57%	-2%
Cotton Patch Cafe	55%	-1%
Sizzler	54%	<1%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
First Watch	63%	-1%
Cracker Barrel	58%	-2%
Black Bear Diner	58%	-1%
Cotton Patch Cafe	57%	+3%
Sizzler	54%	<1%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
First Watch	63%	-1%
Cracker Barrel	59%	-1%
Black Bear Diner	58%	+2%
Sizzler	55%	+5%
Bob Evans	54%	+4%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
First Watch	77%	-1%
Cotton Patch Cafe	70%	+8%
Black Bear Diner	67%	-5%
Perkins American Food Co.	67%	+6%
Shoney's	66%	<1%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Golden Corral	60%	-1%
Huddle House	58%	+5%
Waffle House	58%	+2%
Cotton Patch Cafe	54%	-2%
Braum's	53%	<1%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
First Watch	+30	46%	16%
Cotton Patch Cafe	+22	44%	22%
Cracker Barrel	+21	41%	20%
Golden Corral	+19	42%	23%
Black Bear Diner	+17	38%	21%



FSR

ITALIAN / PIZZA

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Full-service (Midscale + Casual + Fine Dining) chains whose primary focus is Italian cuisine, including pizza, pasta, and Italian-inspired entrées.

SEGMENT SUMMARY

FSR Italian/Pizza turned in a soft 2025, with sales up just 1.5% and units down 0.7% across 17 brands. Olive Garden remained the segment's anchor, having expanded its physical footprint by 2.2% and its sales by 5.2% year-over-year. Meanwhile, North Italia joined the list this year after expanding units by over 23%, giving the category a rare upscale growth story. Maggiano's Little Italy was essentially flat. Beyond those brands, however, the pressure on more established concepts intensified. California Pizza Kitchen lost 7.8% of its units and 7.1% of its sales, Old Chicago Pizza + Taproom fell 15%, and Carrabba's sales declined nearly 8%. The segment continues to lose ground as casual dining occasions fragment and consumers increasingly choose delivery pizza or other global cuisines instead.

Segment Overview

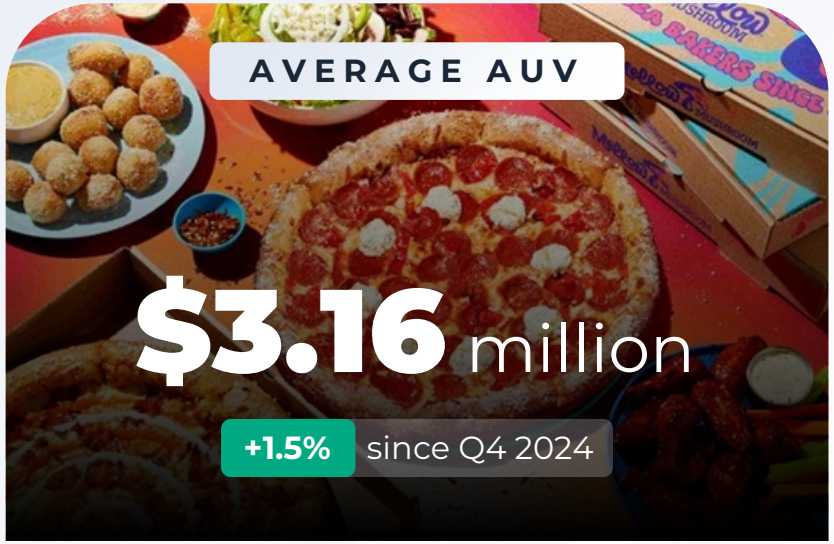
FSR ITALIAN / PIZZA











Segment Overview

FSR ITALIAN / PIZZA

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Olive Garden	916	936	946	+2.2%	+1.1%	$5,132,660,000	$5,398,600,000	+5.2%	$5,767,735
Carrabba's	210	204	206	-2.9%	+1.0%	$766,149,899	$706,565,000	-7.8%	$3,716,000
Mellow Mushroom	165	161	160	-2.4%	-0.6%	$466,701,008	$431,793,467	-7.5%	$2,681,947
California Pizza Kitchen	129	119	122	-7.8%	+2.5%	$526,487,667	$489,176,000	-7.1%	$4,110,723
Lou Malnati's Pizzeria	79	70	70	-11.4%	+0.0%	$106,930,479	$98,068,677	-8.3%	$1,400,981
LaRosa's	60	61	61	+1.7%	+0.0%	$166,850,000	$163,625,621	-1.9%	$2,682,387
Monicals Pizza	58	58	59	+0.0%	+1.7%	$69,645,384	$72,790,000	+4.5%	$1,255,000
Old Chicago Pizza + Taproom	66	56	58	-15.2%	+3.6%	$202,032,053	$172,422,085	-14.7%	$3,168,359
Giordano's	60	56	56	-6.7%	+0.0%	$155,647,668	$149,734,350	-3.8%	$2,661,944
Me-N-Ed's Pizzeria	55	53	53	-3.6%	+0.0%	$83,005,597	$57,326,623	-30.9%	$1,081,634

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
North Italia	39	48	+23.1%
Bellacinos Pizza & Grinders	49	52	+6.1%
Olive Garden	916	936	+2.2%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
North Italia	$299,521,846	$345,896,000	+15.5%
Grimaldi's	$129,976,199	$141,576,526	+8.9%
Bellacinos Pizza & Grinders	$41,075,599	$44,043,625	+7.2%

Standout 2025 Menu Launches

1 **OLIVE GARDEN**

Never Ending Pasta Bowl

Includes unlimited pasta, soup or salad, and breadsticks. The Never Ending Pasta Bowl offering includes a choice of: Pasta: fettuccine, spaghetti, angel hair, or rigatoni. Sauce: Spicy Three-Meat Sauce, Alfredo, Meat Sauce, Five-Cheese Marinara, Traditional Marinara, or Creamy Mushroom.



PURCHASE INTENT = 99 / UNIQUENESS = 21

2 **CALIFORNIA PIZZA KITCHEN**

Steakhouse Salad

Tender pieces of grilled filet mignon, crispy smashed potatoes, slow-roasted cherry tomatoes, red onions, and creamy Gorgonzola cheese, over baby arugula and chopped lettuce, tossed in our housemade Dijon balsamic vinaigrette.



PURCHASE INTENT = 97 / UNIQUENESS = 92

3 **CARRABBA'S**

Italian Chicken & Dumplings

Our Mama Mandola's Siclian Chicken Soup with heavy cream, sage and topped with gnocchi, sprinkled with rosemary and grated parmesan cheese.



PURCHASE INTENT = 84 / UNIQUENESS = 98

4 **MAGGIANO'S LITTLE ITALY**

"The Grand" Chicken Parmesan

Made with breaded and fried chicken breast topped with fresh mozzarella cheese, basil, and grated parmesan cheese served with rigatoni pasta in marinara sauce.



PURCHASE INTENT = 76 / UNIQUENESS = 51

Consumer Perception

FSR ITALIAN / PIZZA

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Maggiano's Little Italy	66%	-2%
Mellow Mushroom	66%	-1%
Olive Garden	64%	-2%
Carrabba's	62%	-3%
California Pizza Kitchen	61%	-3%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Maggiano's Little Italy	64%	<1%
Olive Garden	64%	-1%
Mellow Mushroom	63%	+1%
Carrabba's	59%	-5%
California Pizza Kitchen	58%	-1%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Olive Garden	65%	-1%
Maggiano's Little Italy	62%	-6%
Carrabba's	59%	-5%
Old Chicago Pizza + Taproom	59%	-1%
Mellow Mushroom	57%	-1%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Mellow Mushroom	74%	+1%
Maggiano's Little Italy	73%	-5%
Carrabba's	72%	-2%
Olive Garden	71%	-1%
Old Chicago Pizza + Taproom	70%	+6%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Old Chicago Pizza + Taproom	50%	+5%
Maggiano's Little Italy	48%	-2%
Olive Garden	48%	<1%
Mellow Mushroom	47%	+3%
Carrabba's	44%	<1%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Olive Garden	+29	46%	17%
Mellow Mushroom	+26	45%	19%
Carrabba's	+26	43%	17%
Maggiano's Little Italy	+24	43%	19%
Old Chicago Pizza + Taproom	+21	43%	22%



FSR

SEAFOOD / STEAK

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Full-service (Midscale + Casual + Fine Dining) chains specializing in seafood and/or steakhouse dining, emphasizing premium proteins and classic preparations. Menus often include steak cuts, seafood dishes, as well as complementary sides or shareable starters.

SEGMENT SUMMARY

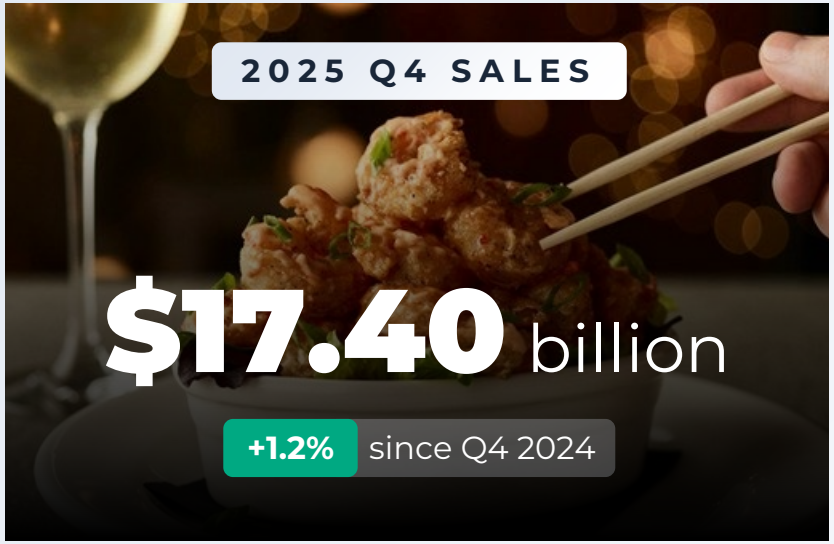
FSR Seafood/Steak posted relatively stable 2025 performance, with units essentially flat and sales up 1.2% across the segment's 15 brands. Texas Roadhouse and Longhorn Steakhouse anchored the segment with sales gains of 6% and 8.5% respectively, behind their high-volume value steakhouse positioning. The Capital Grille, Fleming's Prime, Saltgrass, and Ruth's Chris all delivered modest gains as higher-income consumers increasingly traded up to dedicated steakhouses for occasion dining. Red Lobster appears to be stabilizing post-bankruptcy with sales up 3.5%. Meanwhile, Outback Steakhouse and Bonefish Grill both saw modest unit declines and notable sales erosion year over year, reflecting the financial strain felt by many other middle-market casual dining brands.

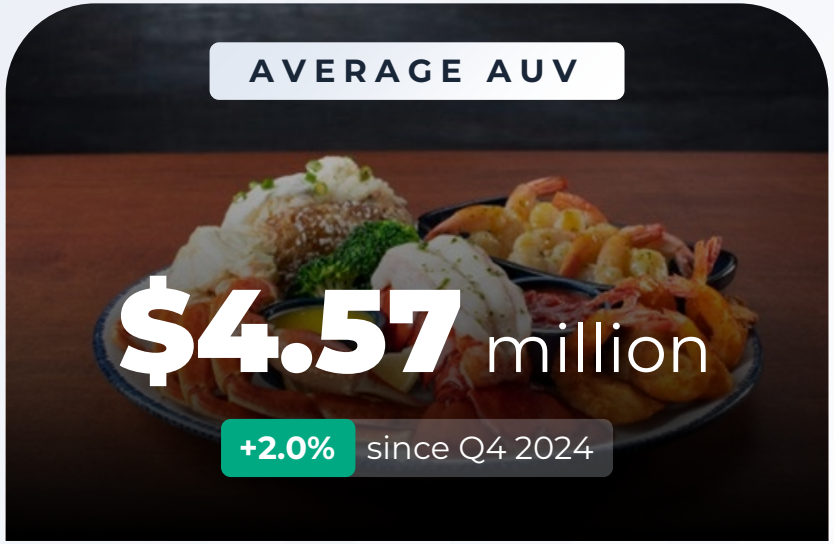
Segment Overview

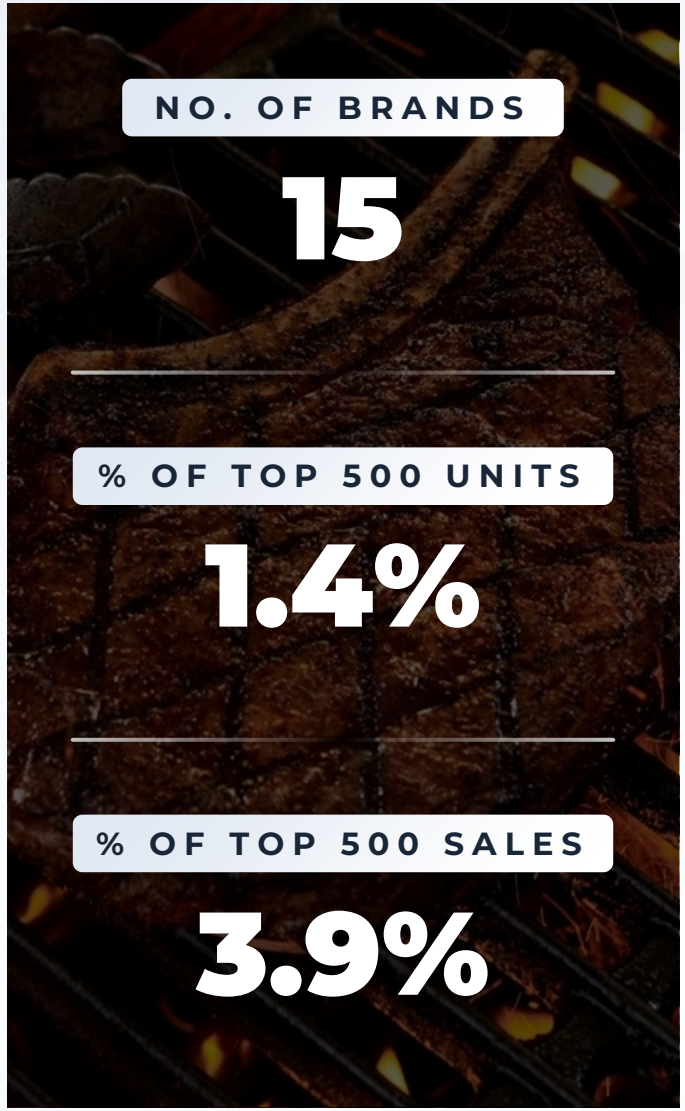
FSR SEAFOOD / STEAK











Segment Overview

FSR SEAFOOD / STEAK

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Texas Roadhouse	671	684	711	+1.9%	+3.9%	$5,607,003,040	$5,941,908,000	+6.0%	$8,687,000
Outback	675	666	675	-1.3%	+1.4%	$2,724,355,202	$2,237,333,000	-17.9%	$4,008,000
Longhorn Steakhouse	590	601	621	+1.9%	+3.3%	$2,921,280,000	$3,168,800,000	+8.5%	$5,272,546
Red Lobster	520	517	515	-0.6%	-0.4%	$1,961,000,000	$2,030,464,084	+3.5%	$3,927,397
Bonefish Grill	166	158	160	-4.8%	+1.3%	$573,716,981	$506,239,000	-11.8%	$3,145,000
Ruth's Chris Steak House	135	137	137	+1.5%	+0.0%	$731,259,112	$748,900,000	+2.4%	$5,464,594
Logan's Roadhouse	125	118	117	-5.6%	-0.8%	$369,850,000	$360,803,346	-2.4%	$3,062,067
Saltgrass Steak House	96	96	97	+0.0%	+1.0%	$491,088,023	$521,711,642	+6.2%	$5,472,691
The Capital Grille	71	72	75	+1.4%	+4.2%	$715,106,446	$752,000,000	+5.2%	$10,444,907
Hook and Reel	68	68	68	+0.0%	+0.0%	$221,876,500	$231,069,086	+4.1%	$3,398,075

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
Fleming's Prime Steakhouse	63	66	+4.8%
Texas Roadhouse	671	684	+1.9%
Longhorn Steakhouse	590	601	+1.9%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Longhorn Steakhouse	$2,921,280,000	$3,168,800,000	+8.5%
Saltgrass Steak House	$491,088,023	$521,711,642	+6.2%
Texas Roadhouse	$5,607,003,040	$5,941,908,000	+6.0%

Standout 2025 Menu Launches

FSR SEAFOOD / STEAK

1 **OUTBACK**

Teriyaki Filet Skewers

Tender filet medallions, mushrooms, grilled peppers and onions. Finished with a sweet teriyaki glaze over seasoned rice... These skewers sleigh, mate. Served with fresh seasonal veggie.



2 **RED LOBSTER**

Mariner's Seafood Boil

A Maine lobster tail, a dozen shrimp, snow crab legs, corn and red potatoes. Served in a hot shake-and-serve bag with your choice of flavor.



3 **SALTGRASS STEAK HOUSE**

Brisket Burger

Made with cheddar cheese, slow braised brisket, onions, pickles & BBQ sauce. Served with fries.



4 **BONEFISH GRILL**

Scallop & Shrimp Scampi Filet Mignon

7 oz barrel cut, crowned with roasted shrimp and scallops in a chef-crafted garlic lemon butter white wine sauce, topped with fresh grated parmesan cheese, served with roasted potatoes, and steamed asparagus.



Consumer Perception

FSR SEAFOOD / STEAK

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Texas Roadhouse	74%	-3%
Longhorn Steakhouse	72%	-2%
Saltgrass Steak House	69%	N/A
Outback	67%	-4%
Ruth's Chris Steak House	67%	-6%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Texas Roadhouse	71%	-2%
Longhorn Steakhouse	69%	-1%
Ruth's Chris Steak House	65%	-4%
Bonefish Grill	65%	-1%
Saltgrass Steak House	64%	N/A

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Texas Roadhouse	69%	-2%
Longhorn Steakhouse	68%	<1%
Ruth's Chris Steak House	67%	-2%
Saltgrass Steak House	66%	N/A
Bonefish Grill	64%	-1%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Ruth's Chris Steak House	84%	+3%
The Capital Grille	83%	+3%
Mortons The Steakhouse	82%	+9%
Longhorn Steakhouse	79%	+1%
Saltgrass Steak House	78%	<1%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Fleming's Prime Steakhouse	55%	+8%
Mortons The Steakhouse	52%	<1%
Saltgrass Steak House	50%	N/A
Texas Roadhouse	50%	+3%
Ruth's Chris Steak House	49%	<1%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Texas Roadhouse	+40	53%	13%
Longhorn Steakhouse	+37	52%	14%
Saltgrass Steak House	+31	51%	20%
Ruth's Chris Steak House	+30	46%	16%
Bonefish Grill	+30	46%	16%



FSR

SPORTS BAR

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Full-service (Midscale + Casual + Fine Dining) chains that typically combine casual American fare (such as burgers, wings, and shareable appetizers) with a beverage-forward model that emphasizes beer, cocktails, and televised sports. Dining environments typically include bar seating and multiple screens.

SEGMENT SUMMARY

FSR Sports Bar saw mixed results in 2025, as the segment's year-over-year unit growth was a modest 1.6% while sales declined by 1.2% across 11 brands. Buffalo Wild Wings remained the category leader, while Miller's Ale House, Walk-On's, and Wings Etc. all posted healthy gains. Topgolf and Dave & Buster's both recorded modest unit growth, underscoring the continued resilience and appeal of eatertainment concepts. Meanwhile, Hooters closed over 20% of its locations after filing for bankruptcy in March 2025, driving a 29% sales decline. Overall, sports bar concepts built around a fuller social experience held up better, while older alcohol-centered formats struggled to keep pace with shifting consumer habits.

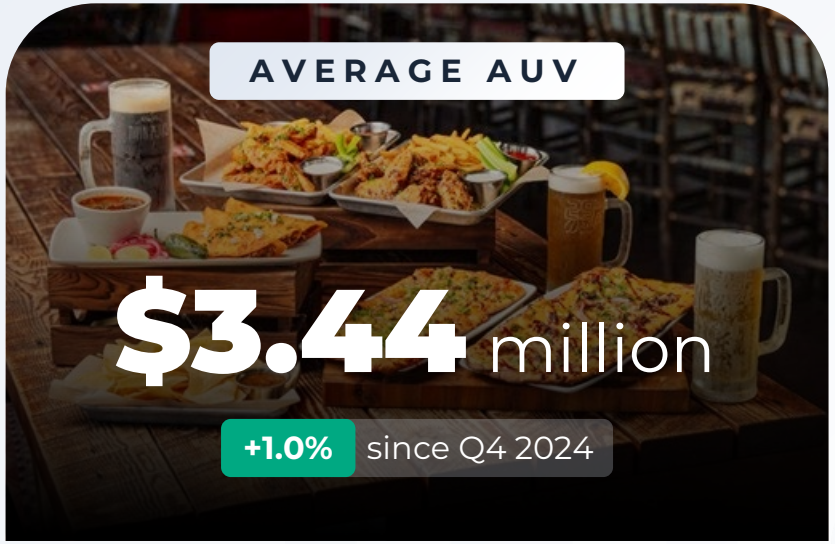
Segment Overview

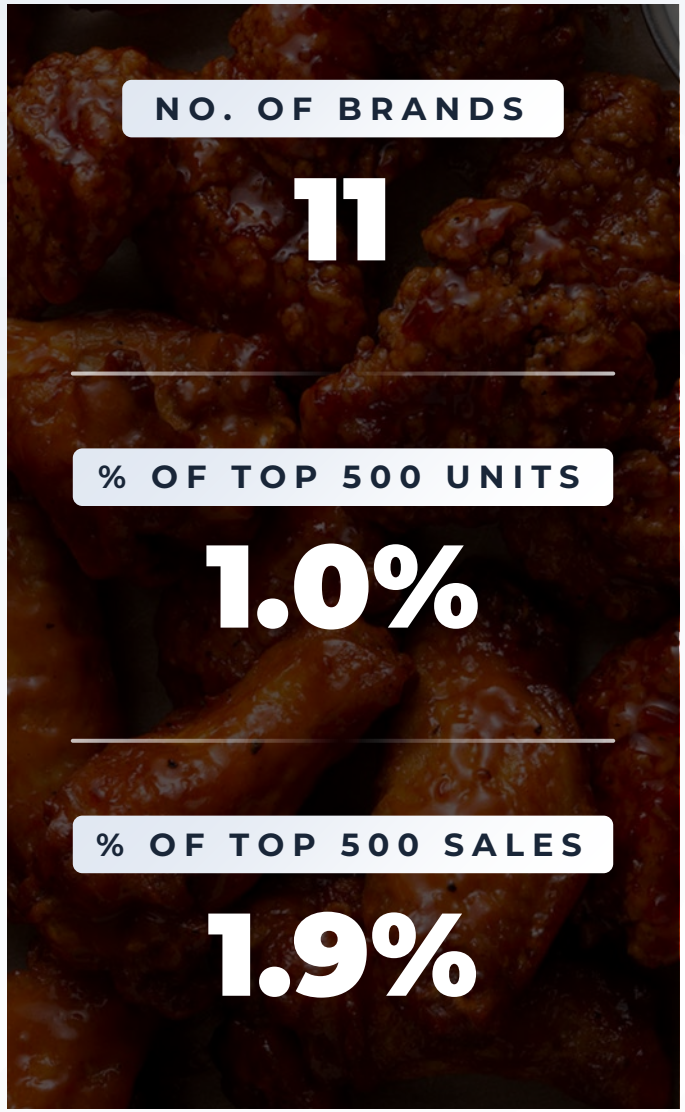
FSR SPORTS BAR











Segment Overview

FSR SPORTS BAR

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
Buffalo Wild Wings	1,323	1,397	1,414	+5.6%	+1.2%	$4,370,352,816	$4,413,000,000	+1.0%	$3,160,000
Hooters	245	194	197	-20.8%	+1.5%	$806,884,269	$570,555,235	-29.3%	$2,858,780
Dave & Busters	167	173	175	+3.6%	+1.2%	$613,163,502	$612,470,343	-0.1%	$3,540,291
Beef O Bradys	125	125	128	+0.0%	+2.4%	$216,000,000	$208,013,968	-3.7%	$1,679,835
Miller's Ale House	112	117	117	+4.5%	+0.0%	$677,498,601	$728,263,925	+7.5%	$6,296,048
Twin Peaks	108	107	107	-0.9%	+0.0%	$573,400,000	$575,400,000	+0.3%	$5,378,000
Topgolf	96	100	122	+4.2%	+22.0%	$443,303,000	$460,850,400	+4.0%	$4,608,504
Walk-Ons Bistreaux & Bar	78	83	81	+6.4%	-2.4%	$349,563,040	$370,843,297	+6.1%	$4,625,712
Wings Etc.	80	82	87	+2.5%	+6.1%	$121,461,832	$128,740,656	+6.0%	$1,570,000
Buffalo Wings & Rings	56	56	54	+0.0%	-3.6%	$145,656,897	$151,148,478	+3.8%	$2,699,080

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

UNITS

	2024 Q4	2025 Q4	1Y CAGR
Walk-Ons Bistreaux & Bar	78	83	+6.4%
Buffalo Wild Wings	1,323	1,397	+5.6%
Miller's Ale House	112	117	+4.5%

SALES

	2024 Q4	2025 Q4	1Y CAGR
Miller's Ale House	$677,498,601	$728,263,925	+7.5%
Walk-Ons Bistreaux & Bar	$349,563,040	$370,843,297	+6.1%
Wings Etc.	$121,461,832	$128,740,656	+6.0%

Standout 2025 Menu Launches

FSR SPORTS BAR

1

BUFFALO WILD WINGS

Jumbo Stuffed Tots

Oversized tots with bacon, cheddar cheese, sour cream, chives, garlic, chipotle BBQ dry rub, b-dubs dip, ranch.



2

DAVE & BUSTER'S

Million Dollar 'Rita

Don Julio Reposado tequila, Tuaca, Grand Marnier, orange juice, citrus, and gold glitter.



3

TOPGOLF

The Modelo Marg

Lunazul tequila, house Margarita mix, and mango served in a glass rimmed with Tajín and topped with Modelo beer.



4

MILLER'S ALE HOUSE

Big Easy Pasta

Sauteed shrimp and mahi-mahi tossed with fettuccine, tomatoes, green onions in a flavorful Cajun-cream sauce. Topped with Cajun Fried calamari, sprinkled with Parmesan cheese. Served with toasted garlic bread.



Consumer Perception

FSR SPORTS BAR

FOOD QUALITY

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
The Brass Tap	57%	N/A
Buffalo Wild Wings	56%	-1%
Miller's Ale House	55%	-2%
Beef O Bradys	53%	-2%
Hooters	52%	+2%

SERVICE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Topgolf	60%	-1%
The Brass Tap	55%	N/A
Buffalo Wild Wings	54%	<1%
Miller's Ale House	54%	-4%
Hooters	54%	<1%

EXPERIENCE

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Topgolf	57%	-4%
The Brass Tap	55%	N/A
Miller's Ale House	55%	<1%
Hooters	53%	-2%
Twin Peaks	53%	-2%

LAST VISIT

Top-Ranked Chains
(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
The Brass Tap	72%	<1%
Beef O Bradys	69%	+7%
Twin Peaks	66%	+2%
Miller's Ale House	65%	+3%
Hooters	64%	+2%

VALUE FOR THE $

Top-Ranked Chains
(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
The Brass Tap	56%	N/A
Beef O Bradys	50%	<1%
Twin Peaks	46%	+3%
Miller's Ale House	44%	-3%
Hooters	43%	-1%

NET PROMOTER SCORE

Top-Ranked Chains
(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
Topgolf	+23	42%	19%
Miller's Ale House	+22	41%	20%
Hooters	+21	40%	19%
Twin Peaks	+20	42%	22%
The Brass Tap	+19	42%	23%



REGIONAL/GLOBAL

FSR

REGIONAL / GLOBAL

WHICH CHAINS QUALIFY IN THIS SEGMENT?

Full-service (Midscale + Casual + Fine Dining) chains that offer cuisines that are either regionally specific within the U.S. (e.g. Southern, BBQ, Hawaiian, etc.) or globally inspired but do not fit into other more specific categories (e.g., Asian, Mediterranean, etc.).

SEGMENT SUMMARY

FSR Regional/Global continued to be the strongest-performing full-service segment in 2025, with units up 3.6% and sales rising 5.7% across 25 brands. Much of that momentum came from concepts that turned dinner into an experience. KPOT Korean BBQ, Kyuramen, and Kura Revolving Sushi Bar all posted double-digit unit and sales growth. Gen Korean BBQ House also entered the ranking, while Fogo de Chão grew sales by over 18%. Torchy's Tacos, Chuy's, and JINYA Ramen Bar added to the segment's gains. What tied many of these brands together was not just cuisine but format: tabletop grilling, conveyor-belt sushi, and tableside carving all gave consumers a more interactive reason to dine out. In a difficult environment for full service, that kind of built-in occasion mattered.

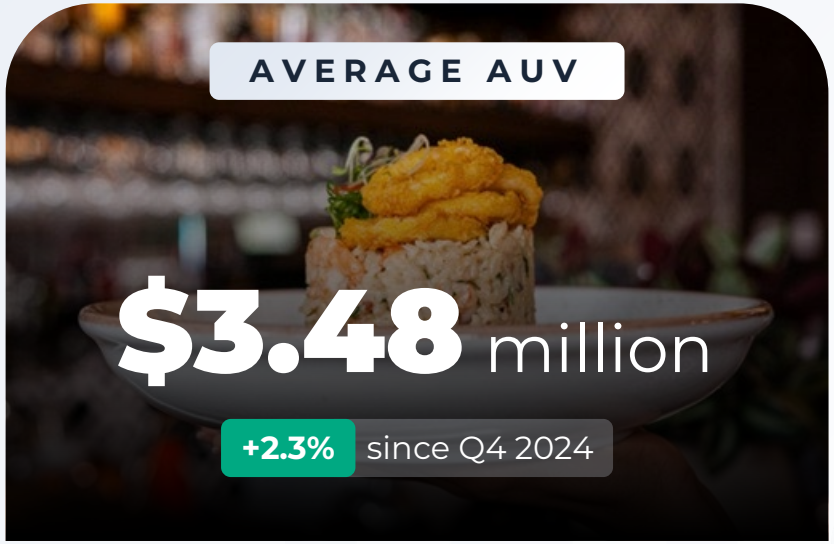
Segment Overview

FSR REGIONAL / GLOBAL











Segment Overview

Segment Leaders
(ranked by 2025 Q4 unit count)

	UNITS				SALES			
	2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
P.F. Chang's	215	212	216	-1.4%	+1.9%	$979,760,263	$1,016,855,104	+3.8%	$4,828,830
Torchy's Tacos	129	128	123	-0.8%	-3.9%	$599,970,433	$628,599,471	+4.8%	$4,927,100
KPOT Korean BBQ and Hot Pot	95	128	138	+34.7%	+7.8%	$397,950,000	$538,399,539	+35.3%	$4,572,395
Chuy's Restaurant	103	109	112	+5.8%	+2.8%	$509,572,853	$532,594,931	+4.5%	$4,973,804
Taziki's	99	106	110	+7.1%	+3.8%	$179,193,349	$191,467,609	+6.8%	$1,897,222
Famous Dave's	108	100	108	-7.4%	+8.0%	$288,869,637	$294,300,000	+1.9%	$2,816,498
Melting Pot Restaurant	93	93	97	+0.0%	+4.3%	$195,000,000	$205,024,520	+5.1%	$2,204,565
Sonny's BBQ	90	90	91	+0.0%	+1.1%	$283,392,111	$287,116,479	+1.3%	$3,190,000
Kura Revolving Sushi Bar	64	83	85	+29.7%	+2.4%	$237,900,000	$291,769,000	+22.6%	$3,900,000
Benihana	81	82	90	+1.2%	+9.8%	$503,000,000	$484,000,000	-3.8%	$6,300,000

Fastest Growing Brands
(ranked by 1Y unit & sales growth)

	UNITS		
	2024 Q4	2025 Q4	1Y CAGR
KPOT Korean BBQ and Hot Pot	95	128	+34.7%
Kura Revolving Sushi Bar	64	83	+29.7%
Kyuramen	37	47	+27.0%

	SALES		
	2024 Q4	2025 Q4	1Y CAGR
Kyuramen	$10,337,059	$16,207,213	+56.8%
KPOT Korean BBQ and Hot Pot	$397,950,000	$538,399,539	+35.3%
Kura Revolving Sushi Bar	$237,900,000	$291,769,000	+22.6%

Standout 2025 Menu Launches

FSR REGIONAL / GLOBAL

1

ON THE BORDER

El Gran Papi

Cheese quesadilla, chicken tinga enchilada with sour cream sauce, seasoned ground beef taco, crispy or soft, chicken flauta and beef empanadas. Served with Mexican rice.



2

TORCHY'S TACOS

Damn Good Fajita Plate

Your choice of protein (steak, chicken, or both) with rice, beans, guacamole, pico de gallo, fajita veggies, mixed cheese, shredded lettuce, and sour cream with a side of roja salsa on corn or flour tortillas.



3

P. F. CHANG'S

House of Chang's Spicy Chicken Lunch Special

Chang's Spicy Chicken served with white rice and a cup of egg drop soup.



4

BENIHANA

Rocky's Passion Fruit Margarita

Altos Plata Tequila, Combier d'Orange, organic agave, yuzu and Grand Marnier.



Consumer Perception

FSR REGIONAL / GLOBAL

FOOD QUALITY

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Benihana	64%	<1%
P.F. Chang's	64%	-2%
KPOT Korean BBQ and Hot Pot	63%	N/A
Torchy's Tacos	63%	+3%
Chuy's Restaurant	58%	<1%

SERVICE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Benihana	66%	+1%
KPOT Korean BBQ and Hot Pot	62%	N/A
P.F. Chang's	61%	-1%
Torchy's Tacos	57%	+7%
Melting Pot Restaurant	57%	-3%

EXPERIENCE

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
Benihana	62%	-1%
KPOT Korean BBQ and Hot Pot	59%	N/A
P.F. Chang's	59%	-2%
Melting Pot Restaurant	58%	<1%
Chuy's Restaurant	56%	+4%

LAST VISIT

Top-Ranked Chains

(% rating "excellent" or "very good"; Feb 2026)

	%	1Y Chg.
Benihana	77%	+3%
Torchy's Tacos	74%	+3%
KPOT Korean BBQ and Hot Pot	72%	<1%
Melting Pot Restaurant	72%	+2%
Chuy's Restaurant	70%	+3%

VALUE FOR THE $

Top-Ranked Chains

(% rating "best in class" or "above average"; Feb 2026)

	%	1Y Chg.
KPOT Korean BBQ and Hot Pot	56%	N/A
Benihana	54%	+4%
Chuy's Restaurant	53%	+6%
Torchy's Tacos	52%	+6%
Melting Pot Restaurant	52%	+5%

NET PROMOTER SCORE

Top-Ranked Chains

(likelihood to recommend to friends & family; Feb 2026)

	NPS	👍	👎
KPOT Korean BBQ and Hot Pot	+30	45%	16%
Torchy's Tacos	+29	46%	17%
Chuy's Restaurant	+26	43%	18%
Benihana	+24	44%	20%
P.F. Chang's	+20	40%	20%

2026 EDITION

APPENDIX



DATASSENTIAL ONE

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
1	Subway	19,322	18,592	18,589	-3.8%	-0.0%	$9,589,000,000	$9,415,900,000	-1.8%	$506,449
2	Starbucks	17,049	16,911	17,058	-0.8%	+0.9%	$26,540,000,000	$27,130,000,000	+2.2%	$1,593,000
3	McDonald's	13,549	13,612	13,733	+0.5%	+0.9%	$53,469,000,000	$54,684,000,000	+2.3%	$4,017,000
4	Dunkin'	9,768	9,999	10,170	+2.4%	+1.7%	$13,327,611,805	$13,720,000,000	+2.9%	$1,372,069
5	Taco Bell	7,847	7,998	8,054	+1.9%	+0.7%	$15,067,275,264	$15,971,311,780	+6.0%	$2,051,389
6	Domino's Pizza	7,014	7,151	7,431	+2.0%	+3.9%	$9,500,100,000	$9,904,455,000	+4.3%	$1,384,903
7	Burger King	6,701	6,649	6,603	-0.8%	-0.7%	$10,966,000,000	$10,985,000,000	+0.2%	$1,648,000
8	Pizza Hut	6,518	6,267	6,185	-3.9%	-1.3%	$5,291,540,808	$5,118,000,000	-3.3%	$817,000
9	Wendy's	5,933	5,969	5,965	+0.6%	-0.1%	$12,553,800,000	$11,857,633,000	-5.5%	$1,993,545
10	Little Caesars	4,245	4,337	4,289	+2.2%	-1.1%	$4,931,748,900	$4,974,978,130	+0.9%	$1,189,000
11	Dairy Queen	4,212	4,115	4,211	-2.3%	+2.3%	$4,909,000,000	$5,013,000,000	+2.1%	$1,218,000
12	Chipotle	3,621	3,726	3,985	+2.9%	+7.0%	$11,318,530,000	$11,925,601,000	+5.4%	$3,104,000
13	KFC	3,669	3,523	3,578	-4.0%	+1.6%	$4,522,710,600	$4,296,575,070	-5.0%	$1,219,577
14	Sonic Drive-In	3,461	3,412	3,464	-1.4%	+1.5%	$5,392,894,148	$5,296,000,000	-1.8%	$1,552,145
15	Papa Johns	3,291	3,294	3,238	+0.1%	-1.7%	$3,701,902,511	$3,664,883,485	-1.0%	$1,112,593
16	Chick-fil-A	3,109	3,287	3,346	+5.7%	+1.8%	$23,814,600,000	$24,390,253,000	+2.4%	$7,697,000
17	Arby's	3,365	3,265	3,282	-3.0%	+0.5%	$4,387,500,000	$4,202,870,756	-4.2%	$1,274,787
18	Jersey Mike's	2,989	3,227	3,290	+8.0%	+2.0%	$3,731,000,000	$4,386,750,000	+17.6%	$1,367,578
19	Popeyes	3,177	3,196	3,219	+0.6%	+0.7%	$5,545,000,000	$5,427,000,000	-2.1%	$1,698,155
20	Jimmy John's	2,689	2,777	2,764	+3.3%	-0.5%	$2,618,862,686	$2,797,600,000	+6.8%	$1,007,437

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
21	Panda Express	2,502	2,590	2,638	+3.5%	+1.9%	$6,742,066,587	$7,500,000,000	+11.2%	$2,895,750
22	Wingstop	2,204	2,586	2,655	+17.3%	+2.7%	$4,411,575,000	$5,172,000,000	+17.2%	$2,000,000
23	Panera Bread	2,185	2,214	2,289	+1.3%	+3.4%	$5,889,462,682	$5,781,500,000	-1.8%	$2,611,155
24	Baskin Robbins	2,245	2,186	2,288	-2.6%	+4.7%	$1,168,540,144	$1,203,923,200	+3.0%	$526,669
25	Jack In The Box	2,187	2,131	2,127	-2.6%	-0.2%	$4,396,257,000	$4,208,937,000	-4.3%	$1,970,476
26	Waffle House	2,003	2,025	2,049	+1.1%	+1.2%	$1,410,060,000	$1,467,198,652	+4.1%	$730,648
27	IHOP	1,687	1,684	1,673	-0.2%	-0.7%	$3,526,000,000	$3,390,000,000	-3.9%	$2,013,000
28	Tropical Smoothie Cafe	1,515	1,651	1,725	+9.0%	+4.5%	$1,419,115,771	$1,614,000,000	+13.7%	$978,298
29	Hardee's	1,597	1,544	1,494	-3.3%	-3.2%	$2,029,541,638	$2,055,632,448	+1.3%	$1,332,948
30	Five Guys	1,488	1,519	1,530	+2.1%	+0.7%	$2,260,272,000	$2,384,993,939	+5.5%	$1,589,816
31	Applebee's	1,492	1,475	1,465	-1.1%	-0.7%	$4,250,300,000	$4,073,551,754	-4.2%	$2,763,603
32	Buffalo Wild Wings	1,323	1,397	1,414	+5.6%	+1.2%	$4,370,352,816	$4,413,000,000	+1.0%	$3,160,000
33	Firehouse Subs	1,233	1,276	1,263	+3.5%	-1.0%	$1,168,000,000	$1,253,730,000	+7.3%	$985,378
34	Denny's	1,334	1,270	1,264	-4.8%	-0.5%	$2,538,393,403	$2,480,000,000	-2.3%	$1,945,000
35	Auntie Anne's	1,193	1,247	1,291	+4.5%	+3.5%	$1,032,609,740	$1,088,169,896	+5.4%	$903,668
36	Smoothie King	1,201	1,242	1,282	+3.4%	+3.2%	$767,518,331	$811,133,879	+5.7%	$662,015
37	Chili's	1,214	1,206	1,211	-0.7%	+0.4%	$5,163,000,000	$6,209,200,000	+20.3%	$5,162,846
38	Marco's Pizza	1,159	1,184	1,224	+2.2%	+3.4%	$1,060,609,764	$1,037,130,580	-2.2%	$878,180
39	Dutch Bros Coffee	982	1,136	1,122	+15.7%	-1.2%	$1,819,018,000	$2,385,600,000	+31.1%	$2,100,000
40	Whataburger	1,085	1,122	1,176	+3.4%	+4.8%	$4,121,950,000	$4,633,851,423	+12.4%	$4,248,979

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
41	Crumbl Cookies	1,059	1,098	1,120	+3.7%	+2.0%	$1,241,863,094	$1,233,940,278	-0.6%	$1,139,162
42	Culver's	997	1,041	1,073	+4.4%	+3.1%	$3,713,306,386	$4,309,197,000	+16.0%	$4,139,478
43	Cold Stone Creamery	975	1,035	1,056	+6.2%	+2.0%	$596,414,867	$625,546,020	+4.9%	$604,392
44	Papa Murphy's	1,044	1,014	1,003	-2.9%	-1.1%	$716,119,369	$697,336,431	-2.6%	$687,539
45	Zaxby's	969	1,005	1,022	+3.7%	+1.7%	$2,661,922,795	$2,756,714,009	+3.6%	$2,847,345
46	Cinnabon	1,030	990	907	-3.9%	-8.4%	$527,754,889	$575,684,648	+9.1%	$543,314
47	Carl's Jr	1,018	986	971	-3.1%	-1.5%	$1,497,243,000	$1,520,098,590	+1.5%	$1,543,765
48	Olive Garden	916	936	946	+2.2%	+1.1%	$5,132,660,000	$5,398,600,000	+5.2%	$5,767,735
49	Raising Cane's	828	913	946	+10.3%	+3.6%	$4,960,000,000	$5,487,000,000	+10.6%	$6,580,000
50	Scooter's Coffee	849	906	936	+6.7%	+3.3%	$737,474,530	$910,058,880	+23.4%	$1,004,480
51	Bojangles'	830	867	889	+4.5%	+2.5%	$1,881,267,863	$1,947,896,352	+3.5%	$2,374,663
52	Charley's Philly Steaks	808	821	843	+1.6%	+2.7%	$635,763,460	$693,839,069	+9.1%	$845,372
53	Qdoba	758	806	849	+6.3%	+5.3%	$1,224,500,196	$1,306,082,606	+6.7%	$1,675,367
54	Nothing Bundt Cakes	655	773	800	+18.0%	+3.5%	$847,945,753	$1,103,440,761	+30.1%	$1,477,163
55	Church's Texas Chicken	761	770	761	+1.2%	-1.2%	$842,050,648	$860,700,000	+2.2%	$1,138,000
56	Einstein Brothers	689	729	707	+5.8%	-3.0%	$823,895,001	$766,115,710	-7.0%	$1,162,984
57	Checkers And Rally's	761	719	716	-5.5%	-0.4%	$841,099,503	$808,750,000	-3.8%	$1,124,861
58	Jamba	727	710	712	-2.3%	+0.3%	$493,487,681	$474,341,492	-3.9%	$674,979
59	Texas Roadhouse	671	684	711	+1.9%	+3.9%	$5,607,003,040	$5,941,908,000	+6.0%	$8,687,000
60	Tim Hortons	634	683	687	+7.7%	+0.6%	$776,000,000	$866,059,700	+11.6%	$1,268,000

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
61	Outback	675	666	675	-1.3%	+1.4%	$2,724,355,202	$2,237,333,000	-17.9%	$4,008,000
62	Cracker Barrel	658	656	657	-0.3%	+0.2%	$2,719,514,000	$2,677,139,000	-1.6%	$4,076,000
63	First Watch	572	633	649	+10.7%	+2.5%	$1,184,469,000	$1,375,045,000	+16.1%	$2,294,000
64	7 Brew	321	602	604	+87.5%	+0.3%	$502,000,000	$1,200,000,000	+139.0%	$2,600,000
65	Longhorn Steakhouse	590	601	621	+1.9%	+3.3%	$2,921,280,000	$3,168,800,000	+8.5%	$5,272,546
66	Freddy's Frozen Custard & Steakburgers	550	580	582	+5.5%	+0.3%	$1,014,588,026	$1,074,150,315	+5.9%	$1,894,445
67	Del Taco	594	576	557	-3.0%	-3.3%	$956,782,000	$918,836,000	-4.0%	$1,595,000
68	McAlister's Deli	560	572	577	+2.1%	+0.9%	$1,034,900,097	$1,043,717,909	+0.9%	$1,868,219
69	Moes Southwest Grill	596	568	559	-4.7%	-1.6%	$732,395,224	$668,085,131	-8.8%	$1,182,975
70	Rita's Ice	565	552	560	-2.3%	+1.4%	$194,595,420	$199,465,824	+2.5%	$364,488
71	Captain D's	530	518	525	-2.3%	+1.4%	$548,360,678	$548,860,527	+0.1%	$1,041,323
72	Red Lobster	520	517	515	-0.6%	-0.4%	$1,961,000,000	$2,030,464,084	+3.5%	$3,927,397
73	El Pollo Loco	498	503	504	+1.0%	+0.2%	$1,095,716,000	$1,125,405,000	+2.7%	$2,241,000
74	Hungry Howie's	516	500	499	-3.1%	-0.2%	$436,000,000	$435,628,587	-0.1%	$876,076
75	Caribou Coffee	487	494	498	+1.4%	+0.8%	$366,043,460	$376,818,639	+2.9%	$764,214
76	Jets Pizza	450	474	486	+5.3%	+2.5%	$434,509,244	$473,069,064	+8.9%	$998,036
77	Long John Silver's	485	474	481	-2.3%	+1.5%	$411,070,463	$362,161,804	-11.9%	$749,693
78	Potbelly	442	470	473	+6.3%	+0.6%	$560,494,000	$587,300,705	+4.8%	$1,333,774
79	Chuck E Cheese	472	468	470	-0.8%	+0.4%	$412,000,000	$423,652,090	+2.8%	$917,333
80	Red Robin	487	464	469	-4.7%	+1.1%	$1,507,789,072	$1,389,893,440	-7.8%	$2,995,460

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
81	Biggby Coffee	420	461	485	+9.8%	+5.2%	$288,366,116	$345,702,448	+19.9%	$756,742
82	Mod Pizza	494	450	464	-8.9%	+3.1%	$592,404,000	$581,626,182	-1.8%	$1,261,662
83	Wetzel's Pretzels	418	450	380	+7.7%	-15.6%	$314,049,813	$365,900,000	+16.5%	$853,000
84	The Honey Baked Ham Co	439	448	498	+2.1%	+11.2%	$542,647,461	$567,014,464	+4.5%	$1,265,568
85	Cava Grill	367	439	470	+19.6%	+7.1%	$954,273,000	$1,169,286,000	+22.5%	$2,934,000
86	In-N-Out Burger	415	423	434	+1.9%	+2.6%	$2,175,768,000	$2,375,147,097	+9.2%	$5,651,748
87	Bob Evans	431	423	418	-1.9%	-1.2%	$815,513,650	$823,652,238	+1.0%	$1,947,168
88	Noodles & Co	463	423	408	-8.6%	-3.5%	$600,236,916	$597,983,000	-0.4%	$1,360,000
89	Shake Shack	381	420	442	+10.2%	+5.2%	$1,252,608,000	$1,391,108,000	+11.1%	$4,042,896
90	A&W	429	409	419	-4.7%	+2.4%	$563,770,797	$443,940,000	-21.3%	$1,057,790
91	Shipley Do Nuts	365	393	413	+7.7%	+5.1%	$320,000,000	$373,121,533	+16.6%	$950,023
92	Steak N Shake	406	387	384	-4.7%	-0.8%	$770,487,152	$775,581,282	+0.7%	$2,004,086
93	Great American Cookie Co	389	386	389	-0.8%	+0.8%	$221,298,064	$231,986,809	+4.8%	$609,161
94	Habit Burger & Grill	377	383	390	+1.6%	+1.8%	$701,746,073	$701,746,073	+0.0%	$1,832,497
95	Round Table Pizza	391	377	380	-3.6%	+0.8%	$416,000,000	$384,356,352	-7.6%	$1,029,287
96	Playa Bowls	290	372	398	+28.3%	+7.0%	$313,992,138	$514,345,311	+63.8%	$1,110,897
97	Sbarro	375	369	390	-1.6%	+5.7%	$257,000,000	$252,787,226	-1.6%	$712,237
98	Cook Out	347	363	371	+4.6%	+2.2%	$406,250,029	$335,387,175	-17.4%	$942,973
99	Carvel	336	360	342	+7.1%	-5.0%	$159,854,227	$164,891,356	+3.2%	$496,287
100	Krispy Kreme	361	357	356	-1.1%	-0.3%	$748,000,000	$756,445,000	+1.1%	$2,118,894

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
101	Golden Corral	351	348	340	-0.9%	-2.3%	$1,631,007,205	$1,610,671,874	-1.2%	$4,628,367
102	Kung Fu Tea	389	346	354	-11.1%	+2.3%	$105,390,064	$95,732,318	-9.2%	$276,683
103	White Castle	342	342	342	+0.0%	+0.0%	$651,000,000	$683,536,637	+5.0%	$2,006,448
104	Dickey's Barbecue Pit	386	340	330	-11.9%	-2.9%	$315,187,355	$292,703,835	-7.1%	$874,840
105	Insomnia Cookies	302	335	354	+10.9%	+5.7%	$200,000,000	$235,248,094	+17.6%	$730,766
106	Dave's Hot Chicken	245	329	372	+34.3%	+13.1%	$617,000,000	$892,340,414	+44.6%	$3,106,494
107	Taco John's	340	327	330	-3.8%	+0.9%	$414,687,000	$391,393,000	-5.6%	$1,173,219
108	Chicken Salad Chick	288	326	341	+13.2%	+4.6%	$384,802,100	$488,658,352	+27.0%	$1,498,952
109	Braum's	314	323	328	+2.9%	+1.5%	$279,769,609	$294,179,582	+5.2%	$922,193
110	Penn Station East Coast Subs	322	322	321	+0.0%	-0.3%	$262,178,526	$274,351,155	+4.6%	$856,678
111	Mountain Mike's Pizza	299	321	330	+7.4%	+2.8%	$299,986,988	$308,965,092	+3.0%	$1,009,875
112	Wienerschnitzel	314	313	317	-0.3%	+1.3%	$363,076,202	$372,460,044	+2.6%	$1,202,143
113	Schlotzsky's	308	294	299	-4.5%	+1.7%	$335,031,881	$347,017,510	+3.6%	$1,140,567
114	Menchies	296	292	295	-1.4%	+1.0%	$175,449,185	$180,545,575	+2.9%	$621,136
115	Sweetgreen	246	281	288	+14.2%	+2.5%	$676,826,000	$679,474,000	+0.4%	$2,677,000
116	Jack's Family Restaurants	267	275	286	+3.0%	+4.0%	$835,544,491	$886,281,863	+6.1%	$3,322,519
117	Krystal	282	275	272	-2.5%	-1.1%	$350,877,317	$358,311,625	+2.1%	$1,306,515
118	Paris Baguette	197	269	284	+36.5%	+5.6%	$535,109,850	$742,812,315	+38.8%	$3,031,887
119	Peet's Coffee & Tea	280	265	253	-5.4%	-4.5%	$394,315,858	$392,847,759	-0.4%	$1,428,953
120	Cici's Pizza	278	264	266	-5.0%	+0.8%	$383,597,744	$376,959,833	-1.7%	$1,441,970

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
121	Chicken Express	268	259	262	-3.4%	+1.2%	$228,722,727	$232,411,942	+1.6%	$898,801
122	Huddle House	272	258	260	-5.1%	+0.8%	$221,422,406	$198,235,248	-10.5%	$774,871
123	Perkins American Food Co.	250	253	253	+1.2%	+0.0%	$527,144,996	$511,275,000	-3.0%	$2,005,000
124	Golden Chick	234	252	259	+7.7%	+2.8%	$306,000,000	$343,981,297	+12.4%	$1,409,759
125	Blaze Pizza	265	246	239	-7.2%	-2.8%	$342,677,020	$337,698,847	-1.5%	$1,375,555
126	Jason's Deli	240	240	244	+0.0%	+1.7%	$666,134,580	$644,687,843	-3.2%	$2,745,133
127	Gong Cha	233	233	232	+0.0%	-0.4%	$97,875,044	$92,475,000	-5.5%	$396,887
128	bb.q Chicken	208	230	241	+10.6%	+4.8%	$208,231,102	$259,780,540	+24.8%	$1,129,481
129	Marble Slab Creamery	242	229	241	-5.4%	+5.2%	$69,838,764	$63,439,725	-9.2%	$281,429
130	L and L Hawaiian Barbecue	227	228	242	+0.4%	+6.1%	$236,740,000	$244,643,000	+3.3%	$1,068,000
131	Nekter Juice Bar	225	223	221	-0.9%	-0.9%	$132,824,581	$143,593,382	+8.1%	$648,277
132	Simple Simon's Pizza	226	221	225	-2.2%	+1.8%	$125,914,217	$98,696,631	-21.6%	$453,945
133	American Deli	213	220	222	+3.3%	+0.9%	$230,780,755	$191,542,168	-17.0%	$887,098
134	Bruster's Real Ice Cream	206	220	219	+6.8%	-0.5%	$148,258,781	$156,591,720	+5.6%	$748,956
135	BJ's Restaurant & Brewhouse	218	219	224	+0.5%	+2.3%	$1,357,302,000	$1,399,126,000	+3.1%	$6,404,000
136	Pizza Ranch	218	219	226	+0.5%	+3.2%	$361,541,411	$363,316,725	+0.5%	$1,685,228
137	Haagen-Dazs Ice Cream	207	215	212	+3.9%	-1.4%	$145,768,914	$155,030,000	+6.4%	$721,069
138	P.F. Chang's	215	212	216	-1.4%	+1.9%	$979,760,263	$1,016,855,104	+3.8%	$4,828,830
139	Slim Chickens	203	211	213	+3.9%	+0.9%	$475,963,973	$486,666,729	+2.2%	$2,351,047
140	Carrabba's	210	204	206	-2.9%	+1.0%	$766,149,899	$706,565,000	-7.8%	$3,716,000

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
141	Ruby Tuesday	213	204	195	-4.2%	-4.4%	$325,297,684	$322,553,913	-0.8%	$1,581,147
142	Yogurtland	206	203	204	-1.5%	+0.5%	$156,415,082	$160,967,674	+2.9%	$796,200
143	Sweet Frog Premium Frozen Yogurt	206	203	200	-1.5%	-1.5%	$106,826,438	$107,544,330	+0.7%	$529,775
144	Cheesecake Factory	210	201	216	-4.3%	+7.5%	$2,661,600,000	$2,688,797,000	+1.0%	$12,464,000
145	Teriyaki Madness	158	199	198	+25.9%	-0.5%	$159,455,587	$190,286,143	+19.3%	$1,113,760
146	Fox's Pizza Den	192	198	193	+3.1%	-2.5%	$250,910,973	$262,086,273	+4.5%	$1,343,481
147	Hooters	245	194	197	-20.8%	+1.5%	$806,884,269	$570,555,235	-29.3%	$2,858,780
148	Waba Grill	191	194	193	+1.6%	-0.5%	$170,206,257	$178,517,131	+4.9%	$934,253
149	Human Bean	188	192	193	+2.1%	+0.5%	$143,944,002	$168,482,923	+17.0%	$885,960
150	Ben & Jerry's	187	191	195	+2.1%	+2.1%	$114,708,555	$125,825,134	+9.7%	$664,862
151	Tous Les Jours	150	189	194	+26.0%	+2.6%	$220,000,000	$316,290,039	+43.8%	$2,016,770
152	Pelican's Snoballs	195	189	186	-3.1%	-1.6%	$31,169,625	$31,337,234	+0.5%	$169,546
153	Cheddar's Scratch Kitchen	189	187	192	-1.1%	+2.7%	$809,008,481	$830,500,000	+2.7%	$4,440,941
154	Kilwins Chocolates	172	187	190	+8.7%	+1.6%	$153,267,917	$175,844,126	+14.7%	$951,795
155	Fazoli's	196	183	182	-6.6%	-0.5%	$266,000,000	$239,496,675	-10.0%	$1,308,725
156	Andy's Frozen Custard	167	181	187	+8.4%	+3.3%	$208,000,000	$236,315,790	+13.6%	$1,347,834
157	Donatos	176	179	192	+1.7%	+7.3%	$227,000,000	$222,100,000	-2.2%	$1,251,500
158	Pj's Coffee	181	179	189	-1.1%	+5.6%	$103,285,721	$130,300,000	+26.2%	$603,785
159	Mochinut	151	178	172	+17.9%	-3.4%	$86,760,792	$69,089,887	-20.4%	$408,405
160	Coffee Bean And Tea Leaf	181	177	175	-2.2%	-1.1%	$227,583,318	$239,033,307	+5.0%	$1,367,233

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
161	Sarku Japan	176	174	171	-1.1%	-1.7%	$305,501,270	$315,715,300	+3.3%	$1,830,234
162	Dave & Busters	167	173	175	+3.6%	+1.2%	$613,163,502	$612,470,343	-0.1%	$3,540,291
163	Handel's Homemade Ice Cream & Yogurt	153	173	174	+13.1%	+0.6%	$196,782,060	$190,497,238	-3.2%	$1,115,650
164	Smashburger	193	171	179	-11.4%	+4.7%	$276,715,974	$286,500,000	+3.5%	$1,675,000
165	Jeremiah's Italian Ice	166	171	185	+3.0%	+8.2%	$67,975,346	$74,496,079	+9.6%	$461,352
166	Black Bear Diner	162	169	172	+4.3%	+1.8%	$444,558,385	$453,692,108	+2.1%	$2,769,304
167	Bruegger's Bagels	178	169	171	-5.1%	+1.2%	$188,467,300	$186,560,000	-1.0%	$1,060,000
168	Black Rock Coffee Bar	149	168	193	+12.8%	+14.9%	$166,533,300	$127,429,282	-23.5%	$821,224
169	Ledo Pizza	136	167	170	+22.8%	+1.8%	$211,097,817	$203,338,954	-3.7%	$1,329,013
170	Philly Pretzel Factory	163	162	170	-0.6%	+4.9%	$149,921,832	$118,034,676	-21.3%	$744,698
171	Cafe Rio Mexican Grill	164	161	161	-1.8%	+0.0%	$451,551,080	$460,077,173	+1.9%	$2,889,025
172	Mellow Mushroom	165	161	160	-2.4%	-0.6%	$466,701,008	$431,793,467	-7.5%	$2,681,947
173	Planet Smoothie	154	160	167	+3.9%	+4.4%	$45,699,833	$48,733,001	+6.6%	$301,137
174	Bonefish Grill	166	158	160	-4.8%	+1.3%	$573,716,981	$506,239,000	-11.8%	$3,145,000
175	Great Harvest Bread Co	157	155	151	-1.3%	-2.6%	$144,658,748	$149,710,315	+3.5%	$965,873
176	Wayback Burgers	152	153	154	+0.7%	+0.7%	$236,989,860	$249,150,000	+5.1%	$1,650,000
177	Capriotti's	152	153	153	+0.7%	+0.0%	$135,606,983	$127,269,791	-6.1%	$848,013
178	Mission BBQ	143	151	157	+5.6%	+4.0%	$224,778,471	$253,402,032	+12.7%	$1,723,823
179	Bonchon Chicken	147	151	161	+2.7%	+6.6%	$211,151,018	$214,141,328	+1.4%	$1,477,652
180	Sharetea	153	150	148	-2.0%	-1.3%	$109,858,156	$112,357,413	+2.3%	$761,745

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
181	Pollo Campero	110	149	155	+35.5%	+4.0%	$308,057,088	$417,109,197	+35.4%	$3,059,555
182	HTeaO	133	148	163	+11.3%	+10.1%	$139,957,703	$170,888,508	+22.1%	$1,261,170
183	Skyline Chili	141	146	147	+3.5%	+0.7%	$180,713,032	$145,948,030	-19.2%	$1,024,197
184	Bubbakoo's Burritos	130	145	146	+11.5%	+0.7%	$112,581,323	$136,897,000	+21.6%	$944,124
185	Togo's	154	145	144	-5.8%	-0.7%	$111,047,851	$108,832,471	-2.0%	$763,308
186	Swig	98	141	145	+43.9%	+2.8%	$105,010,198	$168,522,866	+60.5%	$1,420,336
187	Smallcakes	153	140	136	-8.5%	-2.9%	$123,009,335	$116,799,173	-5.0%	$844,840
188	Quiznos Subs	152	138	138	-9.2%	+0.0%	$61,191,322	$56,888,340	-7.0%	$414,487
189	Ruth's Chris Steak House	135	137	137	+1.5%	+0.0%	$731,259,112	$748,900,000	+2.4%	$5,464,594
190	Which Wich	150	137	132	-8.7%	-3.6%	$99,207,547	$95,707,361	-3.5%	$708,052
191	Pei Wei	139	135	139	-2.9%	+3.0%	$263,299,776	$271,543,911	+3.1%	$2,049,388
192	The Original Pancake House	128	130	127	+1.6%	-2.3%	$251,660,000	$271,000,000	+7.7%	$2,094,000
193	Taco Cabana	146	130	130	-11.0%	+0.0%	$212,970,248	$204,379,216	-4.0%	$1,450,321
194	Taco Bueno	131	130	128	-0.8%	-1.5%	$161,919,200	$164,271,144	+1.5%	$1,297,765
195	Aroma Joe's Coffee	119	130	134	+9.2%	+3.1%	$105,423,009	$116,112,422	+10.1%	$893,173
196	Shah's Halal Food	73	129	138	+76.7%	+7.0%	$109,364,220	$116,085,450	+6.1%	$983,775
197	Duck Donuts	144	129	145	-10.4%	+12.4%	$73,598,231	$65,621,036	-10.8%	$511,665
198	Torchy's Tacos	129	128	123	-0.8%	-3.9%	$599,970,433	$628,599,471	+4.8%	$4,927,100
199	KPOT Korean BBQ and Hot Pot	95	128	138	+34.7%	+7.8%	$397,950,000	$538,399,539	+35.3%	$4,572,395
200	Lee's Famous Recipe Chicken	126	127	130	+0.8%	+2.4%	$226,870,436	$249,677,298	+10.1%	$1,913,236

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
201	Freshens	196	127	127	-35.2%	+0.0%	$210,373,910	$108,503,279	-48.4%	$858,276
202	Ono Hawaiian BBQ	114	125	133	+9.6%	+6.4%	$242,000,000	$256,385,156	+5.9%	$2,145,482
203	Beef O Bradys	125	125	128	+0.0%	+2.4%	$216,000,000	$208,013,968	-3.7%	$1,679,835
204	Clean Eatz	126	125	125	-0.8%	+0.0%	$201,222,460	$145,478,600	-27.7%	$1,199,824
205	Primo Hoagies	119	125	137	+5.0%	+9.6%	$110,563,200	$116,765,490	+5.6%	$927,299
206	Flame Broiler	127	125	121	-1.6%	-3.2%	$79,452,030	$80,882,944	+1.8%	$655,825
207	Tcby	125	125	127	+0.0%	+1.6%	$53,169,285	$54,259,702	+2.1%	$448,427
208	Pollo Tropical	128	124	125	-3.1%	+0.8%	$356,245,034	$362,651,107	+1.8%	$2,924,606
209	Port Of Subs	126	122	129	-3.2%	+5.7%	$70,021,708	$66,030,182	-5.7%	$541,231
210	Rosati's Authentic Italian Pizza	131	120	172	-8.4%	+43.3%	$109,235,910	$103,221,720	-5.5%	$860,181
211	California Pizza Kitchen	129	119	122	-7.8%	+2.5%	$526,487,667	$489,176,000	-7.1%	$4,110,723
212	Logan's Roadhouse	125	118	117	-5.6%	-0.8%	$369,850,000	$360,803,346	-2.4%	$3,062,067
213	Pizza Factory	121	118	119	-2.5%	+0.8%	$116,953,077	$119,317,999	+2.0%	$1,021,296
214	Happy Lemon	115	118	119	+2.6%	+0.8%	$49,606,873	$55,002,745	+10.9%	$472,451
215	Bahama Buck's	114	118	121	+3.5%	+2.5%	$63,638,865	$31,308,512	-50.8%	$267,777
216	Miller's Ale House	112	117	117	+4.5%	+0.0%	$677,498,601	$728,263,925	+7.5%	$6,296,048
217	Salad And Go	141	117	91	-17.0%	-22.2%	$215,963,691	$145,194,783	-32.8%	$1,259,825
218	Ziggi's Coffee	100	115	121	+15.0%	+5.2%	$71,510,264	$93,490,000	+30.7%	$849,911
219	Pressed Juicery	137	115	115	-16.1%	+0.0%	$104,587,462	$92,270,845	-11.8%	$802,355
220	Ding Tea	122	115	113	-5.7%	-1.7%	$77,917,519	$53,155,432	-31.8%	$463,228

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
221	Hangry Joes Hot Chicken	95	114	115	+20.0%	+0.9%	$42,656,262	$49,315,602	+15.6%	$473,824
222	Giovanni's Pizza	108	110	114	+1.9%	+3.6%	$129,420,516	$102,640,503	-20.7%	$954,085
223	Chuy's Restaurant	103	109	112	+5.8%	+2.8%	$509,572,853	$532,594,931	+4.5%	$4,973,804
224	Village Inn	115	109	111	-5.2%	+1.8%	$210,593,568	$212,279,671	+0.8%	$1,909,505
225	Mazzios Italian Eatery	109	108	105	-0.9%	-2.8%	$115,261,510	$120,524,904	+4.6%	$1,115,971
226	Mrs. Fields Cookies	113	108	104	-4.4%	-3.7%	$42,061,531	$42,267,924	+0.5%	$393,813
227	Twin Peaks	108	107	107	-0.9%	+0.0%	$573,400,000	$575,400,000	+0.3%	$5,378,000
228	Pizza Inn	112	107	109	-4.5%	+1.9%	$93,426,262	$92,370,603	-1.1%	$876,964
229	Taziki's	99	106	110	+7.1%	+3.8%	$179,193,349	$191,467,609	+6.8%	$1,897,222
230	Fuzzy's Taco Shop	117	106	108	-9.4%	+1.9%	$185,100,000	$162,600,000	-12.2%	$1,534,000
231	IKES LOVE SANDWICHES	102	106	110	+3.9%	+3.8%	$165,372,701	$119,194,682	-27.9%	$1,162,875
232	Robeks Juice	111	106	109	-4.5%	+2.8%	$104,232,117	$80,044,279	-23.2%	$764,730
233	Another Broken Egg Cafe	101	105	108	+4.0%	+2.9%	$168,936,242	$171,543,015	+1.5%	$1,633,743
234	Eggs Up Grill	87	105	114	+20.7%	+8.6%	$101,611,670	$139,901,670	+37.7%	$1,371,585
235	Farmer Boys Restaurant	102	104	105	+2.0%	+1.0%	$241,377,049	$233,938,374	-3.1%	$2,249,407
236	Mr Hero	106	104	105	-1.9%	+1.0%	$225,618,115	$175,704,244	-22.1%	$1,689,464
237	Pizza Pro	123	104	104	-15.4%	+0.0%	$212,544,085	$144,753,790	-31.9%	$1,403,061
238	Taco Casa	103	104	107	+1.0%	+2.9%	$162,713,229	$130,823,717	-19.6%	$1,268,040
239	Portillo's Hot Dogs	94	102	109	+8.5%	+6.9%	$710,554,000	$732,066,000	+3.0%	$8,500,000
240	Chop'T	100	101	106	+1.0%	+5.0%	$188,271,722	$202,360,852	+7.5%	$2,183,672

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
241	Golden Krust	107	101	101	-5.6%	+0.0%	$148,300,122	$146,955,246	-0.9%	$1,463,406
242	Salata	104	101	102	-2.9%	+1.0%	$181,170,749	$129,037,417	-28.8%	$1,295,817
243	Honey Dew Donuts	107	101	101	-5.6%	+0.0%	$79,419,793	$78,306,017	-1.4%	$775,307
244	The Peach Cobbler Factory	100	101	120	+1.0%	+18.8%	$69,691,050	$73,572,238	+5.6%	$818,197
245	Topgolf	96	100	122	+4.2%	+22.0%	$443,303,000	$460,850,400	+4.0%	$4,608,504
246	Famous Dave's	108	100	108	-7.4%	+8.0%	$288,869,637	$294,300,000	+1.9%	$2,816,498
247	Yoshinoya	101	100	102	-1.0%	+2.0%	$143,352,732	$147,586,438	+3.0%	$1,484,474
248	Louisiana Famous Fried Chicken	90	100	99	+11.1%	-1.0%	$159,385,027	$140,648,111	-11.8%	$1,432,700
249	Juice It Up	93	100	101	+7.5%	+1.0%	$69,078,828	$59,651,231	-13.6%	$610,743
250	Pretzelmaker	105	100	103	-4.8%	+3.0%	$35,992,508	$32,463,971	-9.8%	$329,316
251	Just Salad	90	99	110	+10.0%	+11.1%	$181,250,000	$214,753,398	+18.5%	$2,355,527
252	Sourdough And Company	80	99	112	+23.8%	+13.1%	$56,659,533	$66,969,185	+18.2%	$711,492
253	Gattis Pizza	89	98	94	+10.1%	-4.1%	$126,324,968	$157,587,360	+24.7%	$1,641,535
254	Imos Pizza	102	98	102	-3.9%	+4.1%	$183,453,436	$139,765,268	-23.8%	$1,428,654
255	Newks Eatery	95	97	97	+2.1%	+0.0%	$214,187,000	$213,722,000	-0.2%	$2,217,000
256	Saltgrass Steak House	96	96	97	+0.0%	+1.0%	$491,088,023	$521,711,642	+6.2%	$5,472,691
257	Ninety Nine Restaurant And Pub	93	96	96	+3.2%	+0.0%	$295,850,000	$299,550,392	+1.3%	$3,125,852
258	Pizza Guys	95	96	101	+1.1%	+5.2%	$96,710,120	$101,606,995	+5.1%	$1,085,777
259	Parlor Doughnuts	63	96	101	+52.4%	+5.2%	$52,140,365	$61,690,903	+18.3%	$850,909
260	Everbowl	91	96	100	+5.5%	+4.2%	$39,696,160	$40,744,370	+2.6%	$469,243

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
261	Corner Bakery	99	95	91	-4.0%	-4.2%	$208,951,250	$211,105,404	+1.0%	$2,235,812
262	Peter Piper Pizza	97	95	95	-2.1%	+0.0%	$147,153,823	$150,608,165	+2.3%	$1,585,349
263	Tijuana Flats Burrito Co	97	95	92	-2.1%	-3.2%	$104,671,908	$109,918,736	+5.0%	$1,157,039
264	Friendly's	105	94	92	-10.5%	-2.1%	$128,810,390	$118,759,955	-7.8%	$1,263,404
265	Winchell's Donut House	98	94	96	-4.1%	+2.1%	$154,480,990	$117,568,709	-23.9%	$1,261,873
266	Jenis Splendid Ice Creams	87	94	94	+8.0%	+0.0%	$84,747,295	$88,493,220	+4.4%	$983,258
267	Melting Pot Restaurant	93	93	97	+0.0%	+4.3%	$195,000,000	$205,024,520	+5.1%	$2,204,565
268	Runza	94	93	93	-1.1%	+0.0%	$231,428,312	$183,618,272	-20.7%	$1,974,390
269	It's Boba Time	90	93	98	+3.3%	+5.4%	$118,114,791	$87,888,640	-25.6%	$969,324
270	Yum Yum Donuts	93	93	93	+0.0%	+0.0%	$94,978,852	$75,410,504	-20.6%	$810,866
271	Cousins Subs	94	92	94	-2.1%	+2.2%	$85,679,408	$83,433,525	-2.6%	$914,340
272	D'Angelo	91	91	91	+0.0%	+0.0%	$119,155,441	$96,443,954	-19.1%	$1,065,679
273	Whit's Frozen Custard	94	91	96	-3.2%	+5.5%	$46,422,965	$36,342,067	-21.7%	$408,338
274	Yard House	88	90	95	+2.3%	+5.6%	$848,000,000	$892,500,000	+5.2%	$9,916,555
275	Sonny's BBQ	90	90	91	+0.0%	+1.1%	$283,392,111	$287,116,479	+1.3%	$3,190,000
276	Costa Vida	88	90	91	+2.3%	+1.1%	$185,854,370	$189,433,331	+1.9%	$2,165,401
277	Beans and Brews	82	90	93	+9.8%	+3.3%	$51,890,170	$53,029,748	+2.2%	$635,000
278	Taco Time	99	89	95	-10.1%	+6.7%	$86,958,327	$88,937,472	+2.3%	$926,432
279	Mendocino Farms	72	88	90	+22.2%	+2.3%	$250,000,000	$300,000,000	+20.0%	$4,000,000
280	85 Degrees C Bakery Cafe	85	88	96	+3.5%	+9.1%	$211,486,310	$246,282,750	+16.5%	$2,880,500

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
281	Pizza Patron	91	88	87	-3.3%	-1.1%	$123,202,780	$97,307,731	-21.0%	$1,112,088
282	Foxtail Coffee Co	79	88	111	+11.4%	+26.1%	$91,955,292	$78,227,853	-14.9%	$923,043
283	Blimpie	101	88	95	-12.9%	+8.0%	$31,954,489	$29,378,621	-8.1%	$322,240
284	WnB Factory Wings and Burger	95	87	91	-8.4%	+4.6%	$183,812,984	$135,757,921	-26.1%	$1,608,125
285	Pizza Boli's	88	87	87	-1.1%	+0.0%	$107,259,510	$84,632,040	-21.1%	$978,405
286	Nick The Greek	80	86	92	+7.5%	+7.0%	$180,882,788	$118,634,693	-34.4%	$1,527,420
287	Quickly	96	86	85	-10.4%	-1.2%	$148,256,447	$105,888,182	-28.6%	$1,231,258
288	Biscuitville	87	85	87	-2.3%	+2.4%	$199,004,230	$157,992,303	-20.6%	$1,879,071
289	Huey Magoo's Chicken Tenders	71	85	85	+19.7%	+0.0%	$137,200,000	$155,200,000	+13.1%	$2,000,000
290	Ralph's Italian Ices & Ice Cream	87	85	88	-2.3%	+3.5%	$53,115,626	$41,017,028	-22.8%	$490,752
291	La Madeleine French Bakery	89	84	88	-5.6%	+4.8%	$204,978,963	$182,754,700	-10.8%	$2,240,190
292	Hot Head Burritos	83	84	86	+1.2%	+2.4%	$136,084,291	$97,835,460	-28.1%	$1,181,160
293	Saladworks	91	84	89	-7.7%	+6.0%	$71,756,277	$65,012,922	-9.4%	$780,936
294	Feng Cha	77	84	85	+9.1%	+1.2%	$41,747,863	$32,807,971	-21.4%	$408,415
295	Walk-Ons Bistreaux & Bar	78	83	81	+6.4%	-2.4%	$349,563,040	$370,843,297	+6.1%	$4,625,712
296	TGI Fridays	120	83	82	-30.8%	-1.2%	$948,716,000	$305,875,985	-67.8%	$3,598,541
297	KURA REVOLVING SUSHI BAR	64	83	85	+29.7%	+2.4%	$237,900,000	$291,769,000	+22.6%	$3,900,000
298	CHEBA HUT	75	83	84	+10.7%	+1.2%	$149,974,466	$182,228,383	+21.5%	$2,329,151
299	The Great Greek Mediterranean Grill	68	83	86	+22.1%	+3.6%	$72,830,450	$99,293,330	+36.3%	$1,668,622
300	Benihana	81	82	90	+1.2%	+9.8%	$503,000,000	$484,000,000	-3.8%	$6,300,000

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
301	Cafe Zupas	110	82	86	-25.5%	+4.9%	$293,932,709	$177,275,567	-39.7%	$2,161,897
302	Wings Etc	80	82	87	+2.5%	+6.1%	$121,461,832	$128,740,656	+6.0%	$1,570,000
303	Fogo De Chao	76	81	87	+6.6%	+7.4%	$651,000,000	$768,792,002	+18.1%	$9,898,185
304	Rubio's	85	81	83	-4.7%	+2.5%	$169,150,000	$159,292,120	-5.8%	$1,966,569
305	POKE BROS	81	81	82	+0.0%	+1.2%	$197,349,836	$138,288,191	-29.9%	$1,732,283
306	The Halal Guys	85	81	84	-4.7%	+3.7%	$130,876,986	$94,956,041	-27.4%	$1,235,924
307	Roberto's Taco Shop	81	81	83	+0.0%	+2.5%	$92,172,257	$72,794,904	-21.0%	$913,705
308	Nathan's Famous	75	80	195	+6.7%	+143.8%	$146,386,000	$157,784,000	+7.8%	$1,293,062
309	Johnny Rockets	93	80	77	-14.0%	-3.8%	$168,438,587	$140,350,240	-16.7%	$1,754,378
310	Keke's Breakfast Cafe	66	80	85	+21.2%	+6.3%	$109,099,917	$126,000,000	+15.5%	$1,575,000
311	Fatburger	86	80	81	-7.0%	+1.3%	$76,607,196	$69,717,395	-9.0%	$904,481
312	Jollibee	75	79	81	+5.3%	+2.5%	$334,906,378	$389,496,118	+16.3%	$4,987,490
313	Papa Gino's	82	79	78	-3.7%	-1.3%	$121,369,259	$93,073,222	-23.3%	$1,178,142
314	Rock N Roll Sushi	72	79	81	+9.7%	+2.5%	$72,384,439	$77,067,071	+6.5%	$1,069,188
315	SOBOL	70	78	89	+11.4%	+14.1%	$62,695,095	$53,912,045	-14.0%	$727,754
316	Guthrie's	70	77	78	+10.0%	+1.3%	$128,507,930	$113,641,388	-11.6%	$1,556,731
317	Blue Bottle Coffee	78	77	76	-1.3%	-1.3%	$85,574,744	$59,718,426	-30.2%	$777,280
318	City Barbeque	75	76	80	+1.3%	+5.3%	$221,555,000	$251,838,920	+13.7%	$3,384,022
319	Mooyah Burgers Fries	74	76	74	+2.7%	-2.6%	$80,290,969	$84,993,384	+5.9%	$1,118,334
320	Pizza King	75	76	71	+1.3%	-6.6%	$94,535,148	$76,093,434	-19.5%	$1,001,229

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
321	Taco Time NW	77	76	77	-1.3%	+1.3%	$66,420,976	$46,925,775	-29.4%	$617,444
322	Bill Miller Bar-B-Q	76	75	75	-1.3%	+0.0%	$210,932,275	$216,793,758	+2.8%	$2,903,358
323	Blakes Lota Burger	75	75	73	+0.0%	-2.7%	$167,113,102	$135,807,187	-18.7%	$1,810,762
324	Bush's Gold-N-Crisp Chicken	78	75	79	-3.8%	+5.3%	$147,317,175	$113,662,585	-22.8%	$1,515,501
325	Hwy 55 Burgers Shakes & Fries	98	75	73	-23.5%	-2.7%	$68,041,308	$55,521,932	-18.4%	$740,292
326	Cinnaholic	83	75	72	-9.6%	-4.0%	$24,958,971	$22,795,404	-8.7%	$315,857
327	Bibibop	72	74	77	+2.8%	+4.1%	$174,864,381	$138,314,064	-20.9%	$1,914,382
328	Philz Coffee Inc	72	74	82	+2.8%	+10.8%	$78,071,692	$64,952,106	-16.8%	$898,991
329	Pancheros Mexican Grill	76	73	76	-3.9%	+4.1%	$122,947,620	$118,082,708	-4.0%	$1,628,727
330	Tudor's Biscuit World	76	73	73	-3.9%	+0.0%	$29,637,773	$28,371,119	-4.3%	$388,645
331	The Capital Grille	71	72	75	+1.4%	+4.2%	$715,106,446	$752,000,000	+5.2%	$10,444,907
332	Hawaiian Bros Island Grill	61	72	73	+18.0%	+1.4%	$135,685,608	$149,249,341	+10.0%	$2,400,000
333	Leo's Coney Island	72	72	73	+0.0%	+1.4%	$92,040,839	$93,489,374	+1.6%	$1,298,464
334	BurgerFi	85	72	79	-15.3%	+9.7%	$99,828,074	$90,200,036	-9.6%	$1,258,547
335	Vocelli Pizza	70	72	77	+2.9%	+6.9%	$55,705,860	$57,664,160	+3.5%	$800,890
336	Vitality Bowls	77	72	73	-6.5%	+1.4%	$54,181,372	$40,798,644	-24.7%	$584,927
337	Honeygrow	54	71	69	+31.5%	-2.8%	$86,902,785	$134,999,550	+55.3%	$2,142,850
338	Arctic Circle	71	71	71	+0.0%	+0.0%	$97,939,638	$77,915,474	-20.4%	$1,106,440
339	Pure Green	51	71	81	+39.2%	+14.1%	$28,471,983	$41,807,433	+46.8%	$654,981
340	Cooper's Hawk	66	70	73	+6.1%	+4.3%	$606,860,500	$635,879,405	+4.8%	$9,259,930

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
341	Firebirds Wood Fired Grill	65	70	70	+7.7%	+0.0%	$337,981,008	$360,820,044	+6.8%	$5,154,572
342	Lou Malnati's Pizzeria	79	70	70	-11.4%	+0.0%	$106,930,479	$98,068,677	-8.3%	$1,400,981
343	Joe And The Juice	71	70	76	-1.4%	+8.6%	$72,826,068	$54,059,095	-25.8%	$825,330
344	Fiiz Drinks	75	70	69	-6.7%	-1.4%	$54,648,044	$45,528,499	-16.7%	$654,333
345	Pulp Juice and Smoothie Bar	62	70	72	+12.9%	+2.9%	$40,239,072	$43,409,865	+7.9%	$659,949
346	Pokeworks	67	69	73	+3.0%	+5.8%	$66,320,687	$76,553,016	+15.4%	$1,109,464
347	Dirty Dough	69	69	57	+0.0%	-17.4%	$13,856,700	$19,168,492	+38.3%	$283,641
348	Hook and Reel	68	68	68	+0.0%	+0.0%	$221,876,500	$231,069,086	+4.1%	$3,398,075
349	Jinya Ramen Bar	68	68	73	+0.0%	+7.4%	$171,363,089	$206,636,414	+20.6%	$3,203,665
350	Topper's Pizza	71	68	67	-4.2%	-1.5%	$83,000,000	$64,521,000	-22.3%	$948,848
351	Manhattan Bagel Co	75	68	71	-9.3%	+4.4%	$88,614,878	$64,271,903	-27.5%	$945,175
352	Cottage Inn Pizza	63	68	75	+7.9%	+10.3%	$55,984,416	$62,244,319	+11.2%	$953,936
353	Baja Fresh	73	68	69	-6.8%	+1.5%	$63,419,115	$58,607,970	-7.6%	$822,568
354	Mo'Bettahs Hawaiian Style Food	61	67	75	+9.8%	+11.9%	$153,776,841	$179,285,526	+16.6%	$2,947,321
355	Freebirds	64	67	68	+4.7%	+1.5%	$231,879,132	$167,109,481	-27.9%	$2,577,657
356	Dog Haus	59	67	72	+13.6%	+7.5%	$95,718,760	$117,109,792	+22.3%	$1,769,832
357	Ellianos Coffee Co	59	67	75	+13.6%	+11.9%	$86,982,224	$70,519,447	-18.9%	$1,135,945
358	Van Leeuwen Artisan Ice Cream	55	67	95	+21.8%	+41.8%	$55,112,345	$53,524,321	-2.9%	$875,009
359	Two Hands Corn Dogs	72	67	65	-6.9%	-3.0%	$27,779,866	$27,844,176	+0.2%	$420,798
360	Fleming's Prime Steakhouse	63	66	67	+4.8%	+1.5%	$378,020,056	$395,891,000	+4.7%	$6,071,000

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
361	Metro Diner	62	66	70	+6.5%	+6.1%	$163,110,500	$173,182,191	+6.2%	$2,789,662
362	Summer Moon Coffee	62	66	72	+6.5%	+9.1%	$90,912,938	$73,994,949	-18.6%	$1,174,523
363	Gyu-Kaku Japanese Bbq	64	65	67	+1.6%	+3.1%	$210,535,126	$221,807,511	+5.4%	$3,456,561
364	Crafty Crab	66	65	65	-1.5%	+0.0%	$145,123,657	$152,307,862	+5.0%	$2,343,198
365	Mancino's Pizza and Grinders	68	65	64	-4.4%	-1.5%	$84,002,094	$63,781,702	-24.1%	$981,257
366	West Coast Sourdough	49	65	67	+32.7%	+3.1%	$27,215,806	$36,609,306	+34.5%	$701,731
367	Wing Snob	42	65	68	+54.8%	+4.6%	$32,225,508	$27,387,983	-15.0%	$657,259
368	Rosati's Chicago Pizza	62	64	77	+3.2%	+20.3%	$58,598,029	$61,620,000	+5.2%	$998,065
369	D P Dough	58	64	64	+10.3%	+0.0%	$36,437,079	$42,016,532	+15.3%	$656,508
370	California Fish Grill	58	63	66	+8.6%	+4.8%	$222,048,356	$165,649,003	-25.4%	$2,760,817
371	Sizzler	66	63	63	-4.5%	+0.0%	$136,589,575	$134,116,763	-1.8%	$2,128,838
372	Goodcents	66	63	63	-4.5%	+0.0%	$53,396,887	$51,720,786	-3.1%	$830,856
373	Kolache Factory	63	63	62	+0.0%	-1.6%	$59,802,625	$47,236,574	-21.0%	$753,735
374	Piada Italian Street Food	58	62	62	+6.9%	+0.0%	$194,629,105	$149,778,306	-23.0%	$2,475,674
375	Sam's Southern Eatery	59	62	62	+5.1%	+0.0%	$54,032,384	$60,417,088	+11.8%	$1,031,360
376	East Of Chicago Pizza	69	62	64	-10.1%	+3.2%	$82,497,987	$59,437,723	-28.0%	$962,554
377	Lees Sandwiches	67	62	62	-7.5%	+0.0%	$60,262,482	$57,963,515	-3.8%	$946,343
378	Pinkberry	59	62	68	+5.1%	+9.7%	$36,949,167	$39,908,174	+8.0%	$669,825
379	LaRosa's	60	61	61	+1.7%	+0.0%	$166,850,000	$163,625,621	-1.9%	$2,682,387
380	Orange Leaf	61	61	64	+0.0%	+4.9%	$26,398,708	$28,426,000	+7.7%	$466,000

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
381	Snooze Restaurant	63	60	60	-4.8%	+0.0%	$201,186,500	$201,169,755	-0.0%	$3,352,829
382	Salsaritas Fresh Cantina	65	60	58	-7.7%	-3.3%	$80,169,885	$76,989,442	-4.0%	$1,262,122
383	Romeo's Pizza	62	60	64	-3.2%	+6.7%	$70,342,931	$55,173,270	-21.6%	$936,410
384	Your Pie	65	60	63	-7.7%	+5.0%	$58,512,357	$54,495,164	-6.9%	$968,803
385	Gionino's Pizzeria	58	60	63	+3.4%	+5.0%	$61,016,534	$49,811,525	-18.4%	$845,409
386	The Original Pizza King	64	60	58	-6.3%	-3.3%	$32,493,504	$24,515,378	-24.6%	$408,590
387	Plaza Azteca	57	59	63	+3.5%	+6.8%	$65,203,486	$67,336,261	+3.3%	$1,157,577
388	Lenny's Grill & Subs	62	59	63	-4.8%	+6.8%	$82,769,279	$61,278,990	-26.0%	$1,059,640
389	Fosters Freeze	61	59	58	-3.3%	-1.7%	$25,088,683	$25,342,967	+1.0%	$429,542
390	Jimmy's Egg	59	58	59	-1.7%	+1.7%	$77,351,505	$77,117,482	-0.3%	$1,329,612
391	Gold Star Chili	63	58	60	-7.9%	+3.4%	$102,869,738	$74,558,714	-27.5%	$1,302,336
392	Mr. Pickles Sandwich Shop	59	58	59	-1.7%	+1.7%	$107,437,751	$74,524,852	-30.6%	$1,292,264
393	Monicals Pizza	58	58	59	+0.0%	+1.7%	$69,645,384	$72,790,000	+4.5%	$1,255,000
394	Hartz Chicken Buffet	64	58	60	-9.4%	+3.4%	$88,422,479	$63,499,787	-28.2%	$1,110,719
395	QUICKWAY JAPANESE HIBACHI	54	58	60	+7.4%	+3.4%	$64,508,220	$53,086,909	-17.7%	$980,006
396	Vivi Bubble Tea	67	58	61	-13.4%	+5.2%	$74,329,190	$50,982,712	-31.4%	$922,764
397	Pizza Plus	64	58	55	-9.4%	-5.2%	$46,780,176	$44,303,164	-5.3%	$763,848
398	Graeters	59	58	60	-1.7%	+3.4%	$52,800,362	$41,380,007	-21.6%	$713,448
399	Erbert & Gerbert's Subs & Club	61	58	61	-4.9%	+5.2%	$40,120,210	$35,904,905	-10.5%	$588,605
400	Nautical Bowls	72	58	59	-19.4%	+1.7%	$34,182,870	$22,541,244	-34.1%	$375,687

Appendix

		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
401	On The Border	66	57	58	-13.6%	+1.8%	$221,571,816	$159,471,548	-28.0%	$2,797,746
402	Eatn Park Restaurants	58	57	56	-1.7%	-1.8%	$139,816,898	$141,349,262	+1.1%	$2,479,812
403	Noah's	56	57	57	+1.8%	+0.0%	$98,706,968	$80,236,829	-18.7%	$1,418,113
404	Moge Tee	68	57	56	-16.2%	-1.8%	$72,009,790	$48,973,063	-32.0%	$875,770
405	Nrgize Lifestyle Cafe	57	57	59	+0.0%	+3.5%	$38,093,705	$40,415,000	+6.1%	$685,000
406	Toastique	36	57	52	+58.3%	-8.8%	$17,132,339	$30,034,204	+75.3%	$647,010
407	The Juicy Crab	57	57	58	+0.0%	+1.8%	$22,997,187	$22,655,259	-1.5%	$402,188
408	Bubba's 33	48	56	56	+16.7%	+0.0%	$293,905,080	$335,210,000	+14.1%	$6,283,000
409	Old Chicago Pizza + Taproom	66	56	58	-15.2%	+3.6%	$202,032,053	$172,422,085	-14.7%	$3,168,359
410	Pret A Manger	63	56	64	-11.1%	+14.3%	$179,056,026	$167,338,993	-6.5%	$3,042,527
411	Buffalo Wings & Rings	56	56	54	+0.0%	-3.6%	$145,656,897	$151,148,478	+3.8%	$2,699,080
412	Giordano's	60	56	56	-6.7%	+0.0%	$155,647,668	$149,734,350	-3.8%	$2,661,944
413	Boomarang Diner	56	56	59	+0.0%	+5.4%	$77,390,010	$77,267,603	-0.2%	$1,396,487
414	Cupbop	56	56	70	+0.0%	+25.0%	$39,356,334	$39,285,000	-0.2%	$701,143
415	Surf City Squeeze	63	56	62	-11.1%	+10.7%	$20,454,605	$19,530,000	-4.5%	$348,750
416	Jim 'N Nick's Bar Bq	53	55	60	+3.8%	+9.1%	$200,340,000	$201,659,935	+0.7%	$3,890,796
417	La Granja	53	55	58	+3.8%	+5.5%	$134,445,505	$99,903,279	-25.7%	$1,824,717
418	Rosa's Café & Tortilla Factory	54	55	56	+1.9%	+1.8%	$131,269,077	$95,336,551	-27.4%	$1,754,768
419	Shoneys	57	55	55	-3.5%	+0.0%	$90,260,765	$89,592,951	-0.7%	$1,628,963
420	big boy	65	55	55	-15.4%	+0.0%	$80,271,299	$69,652,049	-13.2%	$1,266,401

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
421	Pieology	82	55	43	-32.9%	-21.8%	$91,632,079	$64,618,669	-29.5%	$1,174,885
422	Condado	54	55	56	+1.9%	+1.8%	$45,875,697	$47,126,217	+2.7%	$856,840
423	Clean Juice	69	55	65	-20.3%	+18.2%	$27,986,965	$24,152,920	-13.7%	$374,000
424	Bosa Donuts	51	55	56	+7.8%	+1.8%	$24,217,811	$20,504,291	-15.3%	$382,044
425	O'Charley's	62	54	52	-12.9%	-3.7%	$152,563,500	$137,569,960	-9.8%	$2,547,592
426	Rudy's Country Store & Bar-B-Q	52	54	54	+3.8%	+0.0%	$155,345,650	$112,465,668	-27.6%	$2,125,202
427	PDQ	61	54	50	-11.5%	-7.4%	$136,609,391	$96,566,486	-29.3%	$1,793,916
428	Naz's Halal Food	43	54	58	+25.6%	+7.4%	$66,602,854	$88,813,764	+33.3%	$1,707,957
429	Maple Street Biscuit Company	68	54	55	-20.6%	+1.9%	$74,614,000	$65,655,000	-12.0%	$1,042,000
430	Bluestone Lane Coffee Shops	61	54	55	-11.5%	+1.9%	$97,627,438	$62,074,313	-36.4%	$1,149,524
431	Happy's Pizza	54	54	51	+0.0%	-5.6%	$57,703,212	$58,190,531	+0.8%	$1,077,602
432	Tubby's Sub Shop	53	54	55	+1.9%	+1.9%	$48,139,713	$51,706,183	+7.4%	$957,522
433	Lazy Dog Restaurant and Bar	51	53	53	+3.9%	+0.0%	$404,950,000	$436,564,261	+7.8%	$8,382,570
434	Texas De Brazil	54	53	56	-1.9%	+5.7%	$406,025,000	$397,100,559	-2.2%	$7,748,304
435	Me-N-Ed's Pizzeria	55	53	53	-3.6%	+0.0%	$83,005,597	$57,326,623	-30.9%	$1,081,634
436	Just Love Coffee Cafe	54	53	55	-1.9%	+3.8%	$32,813,544	$32,772,261	-0.1%	$678,094
437	Bellacinos Pizza & Grinders	49	52	52	+6.1%	+0.0%	$41,075,599	$44,043,625	+7.2%	$848,298
438	Teaspoon	47	52	55	+10.6%	+5.8%	$35,465,291	$42,325,968	+19.3%	$875,770
439	Juiceland	44	52	55	+18.2%	+5.8%	$34,073,489	$40,440,517	+18.7%	$829,549
440	Pita Pit	58	52	52	-10.3%	+0.0%	$25,184,989	$21,490,920	-14.7%	$390,744

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
441	Maggiano's Little Italy	50	51	51	+2.0%	+0.0%	$490,000,000	$495,100,000	+1.0%	$9,831,000
442	Gen Korean Bbq House	43	51	49	+18.6%	-3.9%	$208,380,000	$212,541,000	+2.0%	$5,068,000
443	Huhot Mongolian Grill	51	51	50	+0.0%	-2.0%	$101,334,699	$105,241,676	+3.9%	$2,087,300
444	El Pollo Regio	50	51	52	+2.0%	+2.0%	$94,931,993	$77,979,328	-17.9%	$1,546,595
445	Luna Grill	51	51	54	+0.0%	+5.9%	$106,591,277	$76,228,436	-28.5%	$1,522,133
446	Rush Bowls	52	51	55	-1.9%	+7.8%	$59,982,399	$46,550,680	-22.4%	$986,870
447	&Pizza	60	51	50	-15.0%	-2.0%	$73,939,790	$44,815,054	-39.4%	$878,727
448	Gregorys Coffee	52	51	53	-1.9%	+3.9%	$32,243,535	$43,541,862	+35.0%	$853,762
449	Little Greek Fresh Grill	50	51	52	+2.0%	+2.0%	$41,907,819	$42,883,190	+2.3%	$840,847
450	Velvet Taco	49	51	56	+4.1%	+9.8%	$23,513,073	$25,660,243	+9.1%	$528,206
451	SALT AND STRAW	46	51	58	+10.9%	+13.7%	$25,185,295	$20,968,069	-16.7%	$449,284
452	Tiger Sugar	51	51	50	+0.0%	-2.0%	$28,102,849	$20,592,281	-26.7%	$408,415
453	The Kebab Shop	45	51	54	+13.3%	+5.9%	$24,597,919	$19,728,664	-19.8%	$408,884
454	Morton's The Steakhouse	51	50	51	-2.0%	+2.0%	$252,129,183	$251,508,506	-0.2%	$5,030,170
455	Anthony's Coal Fired Pizza	52	50	51	-3.8%	+2.0%	$109,151,964	$108,987,904	-0.2%	$2,179,758
456	Mezeh	52	50	52	-3.8%	+4.0%	$60,675,510	$46,490,557	-23.4%	$945,507
457	Amatos	50	50	54	+0.0%	+8.0%	$47,995,544	$38,514,550	-19.8%	$775,409
458	Stoners Pizza Joint	46	50	55	+8.7%	+10.0%	$30,699,488	$38,494,655	+25.4%	$819,035
459	Johnnys New York Style Pizza in GEORGIA	50	50	67	+0.0%	+34.0%	$36,990,775	$36,487,278	-1.4%	$738,310
460	The Brass Tap	53	49	51	-7.5%	+4.1%	$72,221,334	$68,646,294	-5.0%	$1,379,825

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
461	Gino's Pizza & Spaghetti House	51	49	50	-3.9%	+2.0%	$49,475,250	$48,909,048	-1.1%	$998,144
462	Barro's Pizza	51	49	50	-3.9%	+2.0%	$49,217,409	$37,370,131	-24.1%	$766,567
463	Mrjims.Pizza	51	49	53	-3.9%	+8.2%	$42,109,795	$32,137,365	-23.7%	$655,865
464	Beyond Juicery and Eatery	49	49	51	+0.0%	+4.1%	$25,034,966	$19,405,017	-22.5%	$408,527
465	North Italia	39	48	47	+23.1%	-2.1%	$299,521,846	$345,896,000	+15.5%	$7,638,000
466	El Nopal Mexican Restaurant	51	48	47	-5.9%	-2.1%	$126,331,863	$119,073,652	-5.7%	$2,480,701
467	Cotton Patch Cafe	48	48	46	+0.0%	-4.2%	$66,273,667	$68,178,883	+2.9%	$1,420,393
468	Gambinos Pizza	47	48	48	+2.1%	+0.0%	$45,482,483	$37,108,196	-18.4%	$784,031
469	Big Apple Bagels	49	48	53	-2.0%	+10.4%	$30,089,371	$30,345,312	+0.9%	$632,194
470	Bambu Dessert & Drinks	56	48	56	-14.3%	+16.7%	$11,742,714	$11,232,000	-4.3%	$234,000
471	Le Pain Quotidien	49	47	48	-4.1%	+2.1%	$226,149,509	$151,597,516	-33.0%	$3,272,124
472	Grimaldi's	46	47	47	+2.2%	+0.0%	$129,976,199	$141,576,526	+8.9%	$3,012,267
473	Moes Original Bar B Que	50	47	49	-6.0%	+4.3%	$110,216,186	$100,306,521	-9.0%	$2,188,665
474	Monterrey Mexican Restaurant	49	47	48	-4.1%	+2.1%	$80,159,177	$75,679,383	-5.6%	$1,630,318
475	Harold's Chicken Shacks	48	47	48	-2.1%	+2.1%	$81,266,548	$61,591,944	-24.2%	$1,358,746
476	Great American Bagel	52	47	46	-9.6%	-2.1%	$76,054,644	$55,635,086	-26.8%	$1,183,725
477	Chip City	43	47	50	+9.3%	+6.4%	$29,224,843	$35,781,756	+22.4%	$770,826
478	3Natives	43	47	48	+9.3%	+2.1%	$25,793,416	$30,963,355	+20.0%	$707,734
479	Crisp and Green	46	47	50	+2.2%	+6.4%	$17,174,067	$18,515,176	+7.8%	$408,453
480	Kyuramen	37	47	53	+27.0%	+12.8%	$10,337,059	$16,207,213	+56.8%	$392,902

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		UNITS					SALES			
		2024 Q4	2025 Q4	2026 Q1	1Y CAGR	Q1 '26 CAGR	2024 Q4	2025 Q4	1Y CAGR	AUV
481	Nando's Peri-Peri	47	46	47	-2.1%	+2.2%	$148,147,797	$104,627,846	-29.4%	$2,308,137
482	Rib Crib	48	46	47	-4.2%	+2.2%	$66,808,407	$65,901,361	-1.4%	$1,432,638
483	The Toasted Yolk Cafe	44	46	53	+4.5%	+15.2%	$16,006,852	$16,572,563	+3.5%	$399,339
484	The Halal Shack	35	46	46	+31.4%	+0.0%	$12,375,230	$11,987,775	-3.1%	$369,765
485	Hopdoddy Burger Bar	48	45	47	-6.3%	+4.4%	$141,904,831	$128,160,874	-9.7%	$2,918,053
486	Red Crab Juicy Seafood	45	45	45	+0.0%	+0.0%	$77,693,280	$80,912,175	+4.1%	$1,798,048
487	Taco Palenque	47	45	49	-4.3%	+8.9%	$108,896,466	$75,912,831	-30.3%	$1,807,448
488	Smalls Sliders	21	45	45	+114.3%	+0.0%	$46,200,000	$62,815,355	+36.0%	$2,318,408
489	Marylou's	41	45	47	+9.8%	+4.4%	$33,514,561	$37,542,546	+12.0%	$859,687
490	Johnny's Pizza House	46	45	45	-2.2%	+0.0%	$44,326,782	$34,444,671	-22.3%	$765,437
491	Abelardo's Mexican Fresh	37	45	66	+21.6%	+46.7%	$24,105,163	$29,643,897	+23.0%	$715,690
492	Tatte Bakery and Cafe	38	45	46	+18.4%	+2.2%	$14,028,534	$17,153,427	+22.3%	$408,415
493	Seasons 52	46	44	45	-4.3%	+2.3%	$324,043,203	$325,800,000	+0.5%	$7,403,422
494	True Food Kitchen	44	44	45	+0.0%	+2.3%	$277,589,986	$282,388,447	+1.7%	$6,529,213
495	Bar Louie	63	44	41	-30.2%	-6.8%	$188,241,730	$132,014,260	-29.9%	$3,093,843
496	Sarpino's Pizzeria	42	44	45	+4.8%	+2.3%	$54,453,873	$59,763,085	+9.7%	$1,373,864
497	7 Leaves Cafe	46	44	43	-4.3%	-2.3%	$48,961,807	$38,533,884	-21.3%	$875,770
498	Twisted Sugar	45	44	47	-2.2%	+6.8%	$48,135,122	$37,024,037	-23.1%	$874,652
499	Hot Dog On A Stick	46	44	40	-4.3%	-9.1%	$39,970,061	$36,254,555	-9.3%	$825,468
500	Snappy Tomato Pizza	43	44	45	+2.3%	+2.3%	$27,793,000	$29,143,358	+4.9%	$675,084
501	Hummus Republic	38	44	52	+15.8%	+18.2%	$16,378,969	$27,803,035	+69.7%	$612,132
502	Pita Way	40	44	45	+10.0%	+2.3%	$12,277,036	$15,761,813	+28.4%	$369,389

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