

*2012 fast casual*  
**TOP 100**  
**MOVERS & SHAKERS**

*The top restaurant chains, people, trends and technologies shaping the fast casual segment.*

## **TRENDS**

### **6** *The better burger segment*

Unlike building a better mousetrap, building a better burger doesn't always require cheese, but non-frozen meat and fresh toppings are necessary ingredients. By serving burgers reminiscent of backyard barbeques, the better burger segment has grown by leaps and bounds. Frontrunners such as Five Guys Burgers and Fries, In-N-Out and Smashburger have carved a tasty niche, but they are joined by regional competitors ready to bring the heat. While MOOYAH continues to make strong expansion strides, brothers Bob and Mark Johnston, founders of The Melting Pot, recently launched Burger 21. Joining them are The Counter, Tom & Eddie's and Elevation Burger. If consumers are craving comfort, the better burger category is catering to those needs in a big way.