

TOP25⁺¹

2015

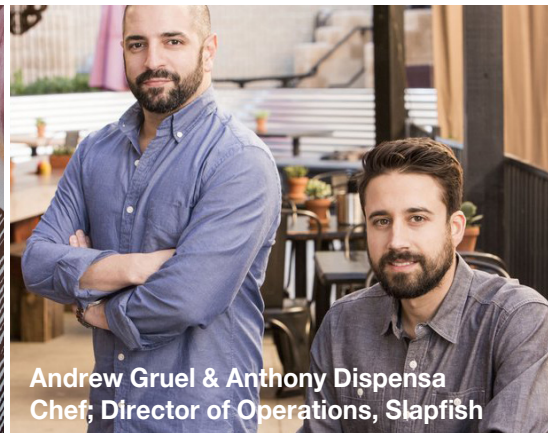
FAST CASUAL EXECUTIVES



Carin Stutz
President, McAlister's Deli



Matt Andrew
Founder and CEO,
Uncle Maddio's Pizza Joint



Andrew Gruel & Anthony Dispensa
Chef; Director of Operations, Slapfish

**LEADING THEIR BRANDS AND
SHAPING THE FUTURE
OF FAST CASUAL!**



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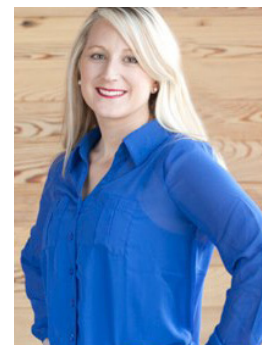
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The 2015 Top 25 Fast Casual Executives.
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Top 26: Fast Casual Executives

The fast casual industry is like no other restaurant segment, and that's because it's packed with creative, innovative and generous leaders. That's evident by the success of our annual Fast Casual Executive Summit, where hundreds of CEOs and other c-level execs come together to help one another. That comradery and exchange of ideas not only lead to sales increases for the businesses attending the event, but they also propel the fast casual industry forward as a market segment. It's also why we chose to unveil this year's list of the industry's top leaders at the 10th annual Fast Casual Executive Summit Oct. 18-20 in Miami.



Top method behind the Top 26

Literally, there are hundreds of execs that are on fire for the industry, and we set out to recognize 25 of them. We received about 400 nominations from our readers, in which a panel of judges, including Network Media Group editors, sifted through in order to cut the list to 25. It was impossible, so instead of spending more time debating, they agreed that this year's list must include 26 industry stars.

In no particular ranking, here are this year's Top 26 people of the fast casual industry.

Happy Reading,

Cherryh Butler
Managing editor,
Food/retail publications
Network Media Group

Craig Dunaway

President, Penn Station East Coast Subs

Craig Dunaway took over as president of Penn Station East Coast Subs in 1999, when the chain had 63 restaurants, and has helped it grow to 287 locations. With the chain celebrating its 30th anniversary, Dunaway has implemented a new logo and soon will introduce a new restaurant design.

One nominator pointed out that Dunaway, who also is a certified public accountant and once owned 17 Penn Station and 11 Papa John's units, took the initiative to blow up Penn Station's marketing program in 2014. He replaced it with an aggressive new marketing strategy that



led to the "best comparative sales numbers Penn Station has had in several years," according to the nominator.

Penn Station offers a better-than 99.9 percent success rate, with only two store closings in the last 30 years, Dunaway said. Last year's systemwide sales were up more than 8 percent over 2013. So far this year, Penn Station's comparative sales are up almost 9 percent over 2014.



Don Fox

CEO, Firehouse Subs

Seeing Don Fox's name on this list won't surprise anyone. The 40-plus-year industry veteran not only has helped Firehouse Subs grow to 1,000 units since he took

over as CEO in 2009, but he also is known as an advocate for the restaurant industry.

"He is active in lobbying on Capitol Hill to protect the restaurant industry from erosion of profit due to minimum-wage hikes, ACA (the Affordable Care Act), exempt salary increases, etc.," one nominator said.

Fox also is active when it comes to giving back, inspiring the Firehouse brand to donate more than \$14 million to public safety organizations since he joined the company in 2003 as director of franchises. He later served as COO before taking on the CEO title.

Adam Eskin

***Founder and CEO,
Dig Inn Seasonal Market***

After several years of working for Merrill Lynch and Wexford Capital, Adam Eskin, founder and CEO of Dig Inn Seasonal Market in New York, left the finance world behind in 2011 to create a restaurant that delivered locally sourced, organic food at an affordable price.

Although he has faced a few challenges, Eskin must be on to something considering the 10-unit brand announced earlier this year it had raised \$15 million in funding after raising \$6.5 million in earlier rounds of funding. Eskin plans to use the funding to expand his concept into several new markets.

