



BUSINESS

5 Napkin Burger slashes menu as it eyes franchising move

By Lisa Fickenschner

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A popular Northeast burger chain is trimming the fat off of its menu.

5 Napkin Burger is saying goodbye to sushi rolls, tacos and buffalo chicken sandwiches as it looks to simplify its menu as a precursor to a move into franchising.

The simpler the menu the better the chances are franchising, the company said, while admitting there are no immediate plans to begin franchising.

Burgers will be an even bigger star as the six-location chain will feature about 40 items down from 65.

“We see potential for the brand to grow,” said CEO Robert Guarino.

The chain has four locations in Manhattan and one each in Boston and in Westchester County.

Prices are going up for some items, like sides, which will see about a \$2 bump, while burgers will get larger but cost less — \$14, down from \$16.95, but will now come without fries.

Customers can expect to spend about the same as before, \$22 per person, Guarino said.

“The first thing a restaurant should do is eliminate the things that confuse people,” like the sushi on the 5 Napkin Burger menu, said restaurant consultant Clark Wolf.

