



5 Napkin Burger drops the sushi and tacos as it looks to franchise

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The burger chain 5 Napkin Burger is streamlining its menu from 65 items down to about 40, as it looks to expand beyond its New York City roots.

The company sees the removal of non-burger items such as tacos, sushi rolls, and buffalo chicken sandwiches as a way to keep the focus on burgers and as a good precursor to shifting into franchising, [reports the New York Post](#).

“We see potential for the brand to grow,” CEO [Robert Guarino](#) told the Post.

The company currently operates four locations in Manhattan and one each in Boston and in Westchester County. The menu changes also include a price change for burgers, which will cost \$14 versus \$16.95, but will be served without fries.

The 5 Napkin Burger chain joins other New York-based chains bringing their concept to new locations, among them [Bareburger](#), which started with just one location in Queens and now has 38 locations, including restaurants throughout New York City as well as Long Island, New Jersey, Connecticut, Ohio, and Toronto and international locations in Tokyo and Frankfurt.

Shake Shack (NYSE: SHAK), launched by restaurateur [Danny Meyer](#) of Union Square Hospitality Group (now a separate, publicly traded company), opened its 100th Shake Shack over the summer.

