



## Best of Quick-Service and Fast-Casual

### Best Fresh Fare for Healthy Appetites GO ROMA ITALIAN KITCHEN



Herb crusted salmon presented atop a tomato-laced wine sauce and Primavera Salad sprinkled with sliced beet chips, asparagus, and fresh mozzarella might be fare you'd expect at a posh European bistro. Yet these are the latest additions to Go Roma Italian Kitchen's menu, putting this eight-unit upstart ahead of nearly everyone in cheap-chic dining. The three-year-old Warrenville, Illinois-based fast-casual has mastered a balance of scratch-made Italian classics like Country Style Rigatoni along with lighter dishes like Smoked Chicken, Pear Salad, and artisan pizzas at prices about half of the average Italian eatery. The chain's leadership from Lettuce Entertain You Enterprises and Brinker International also figured out how to drive sales at lunch *and* dinner, a feat still vexing the big guys. Their secret: a family-style menu with rib-sticking pastas, pizza, salads, and desserts, plus beer and wine menus for adults, and better-than-average kid menus.

