

2020 fast casual
TOP 100
MOVERS & SHAKERS

Innovative restaurant brands and executives shaping the fast casual segment



beansprouts®

RANKED #20
AMONG OTHER
INDUSTRY LEADERS

Chipotle (#4)

Panera Bread (#8)

Veggie Grill (#26)

Starbucks (#60)

“One of the few exclusively female-founded chains in the US, Bean Sprouts is a nationally recognized, hip and healthy café that designs its menus with kids and families in mind.”

ONE OF THE FEW exclusively female-founded chains in the US, Bean Sprouts is a nationally recognized, hip and healthy café that designs its menus with kids and families in mind.

Its Imaginibbles children's menu is featured on a low counter, empowering kids to make their own healthy choices and relieving moms and dads of the guilt of taking their families out to eat. The menu, which offers a variety of choices for families with picky eaters, allergies and other dietary challenges, adheres to clean ingredient guidelines and features organic and sustainable foods, compostable packaging and an eco-friendly design.

Building on the late 2018 release of their second cookbook, Bean Sprouts Kitchen, Co-founders Shannon "Peacasso" Seip and Kelly "Pea Brain" Parthen's kicked off 2019 with numerous media appearances. From live segments on NBC Los Angeles and local ABC and CBS affiliates in Cincinnati, to features in LA Parent and National Geographic Kids, Bean Sprouts Kitchen served as a centerpiece for driving new revenue for the chain as well as the platform for forging new partnerships and increased national brand recognition. Bean Sprouts, which first opened in 2007, in Wisconsin,



now has 18 units, opening locations last year inside the Kidspace Children's Museum in Pasadena and the Jewish Community Center of San Francisco. It also executed contracts with Marble Kid's Museum in Raleigh, North Carolina, and McWane Science Center in Birmingham, Alabama. In 2020, Bean Sprouts will add six to eight units opening in new markets in the Southeast as well as expanding in its current markets.

Co-founders Shannon "Peacasso" Seip and Kelly "Pea Brain" Parthen recognized as

TOP 25 RESTAURANT EXECUTIVES



KELLY PARTHEN AND SHANNON SEIP created Bean Sprouts 13 years ago by finding solutions to the challenges they faced when dining out with kids. And they take the same approach to management.

Guided by their core values of health, innovation, positivity and playfulness, they have challenged assumptions of the restaurant industry to build a strong employee culture and a community that promotes diversity.

The results are not only a profitable, growing business but also employee satisfaction and turnover rates unmatched in the industry. The chain, for example, is one of the only exclusively women-founded restaurant chains in the nation as less than 7% of head chefs and restaurant owners are women. The duo, for that reason, is passionate and intentional about moving women and minorities into leadership roles.

In fact, Bean Sprouts' board of directors and café leadership is a majority of women and minorities, and Parthen and Seip are active in organizations that promote this diversity focus, such as the Women's Foodservice Forum and the National Association of Women's Business Owners.