

QSR[®]

How Today's Restaurants Can Be Modern and Authentic

Limited-service concepts need to stay true to their identities, even as they grow.

By Rachel Pittman | November 2019



Brands founded on unique personalities and family legacies start off with defined identities, or personalities that they can use to stand out from the crowd. But how does growth impact these identities? We asked three industry experts with unique brands of their own for their tips on staying authentic in the face of change.

Paul Altero & Bill Hart

Cofounders & Co-CEOs, Bubbakoo's Burritos

Bubbakoo's Burritos is an American/Mexican restaurant with a coastal skate and surf edge. We are both from coastal areas of the Northeast U.S., and while we grew up in different areas and did not meet until later in life, we share the same background in restaurants and the same love of music and skate culture. We've always been true to what we wanted to do. We play a mix of high energy rock, reggae, and today's hits to keep our guests' ears entertained. We keep their eyes busy with fun surf and skate scenes on TV screens. Our food is unique in the variety of toppings and flavors that can be mixed and matched to allow our guests to create something different.

The only thing that has changed as we've grown is that we've gotten better at building cooler, more visually appealing restaurants. Our menu has gotten better as we've partnered with some great brands that have created new products we can use to enhance our food, and our service standards have become more intense. We are who we are because we have created a concept that resonates with people and brings something different to the table. We've come this far by staying true to who we are—why would we change it?