

NATION'S  
*Restaurant News*

## Meet the 2018 Hot Concepts award winners

NRN honors five restaurant brands poised for growth



### **Breakfast Republic**

Now up to seven locations, all in the San Diego area, this three-year-old breakfast-only concept is looking to change the way people treat breakfast.

Open from 7 a.m. to 3 p.m., Breakfast Republic takes variety seriously: There are five types of sausage, including asiago-fennel, Portuguese linguisa and chicken-mango, as well as traditional pork links. The seven French toast options include traditional brioche as well as s'mores and the Mr. Presley — stuffed with peanut butter and topped with bananas Foster and bacon.

Guests can order pancake flights, six types of eggs Benedict, a vegan Madras curry scramble — made with spiced tofu, vegan sausage and vegetables — or a breakfast hot dog, as well as more traditional fare. And if they want to have a beer with that, there are around 20 on tap, which vary by location, as well as a full bar and specialty cocktails. The Morning Mule, for example, has the usual vodka, lime and ginger beer, plus cherry apple bitters.

Founder Johan Engman, whose Rise & Shine Restaurant Group operates other, smaller concepts as well, has designed the restaurants to show a certain upscale whimsy, and he takes branding seriously, selling clothing such as hoodies and bacon socks as well as mugs, sunglasses, kitchen gadgets and condiments that not only create a new revenue stream but also allow customers to be walking advertisements.