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Stacking Up Against Casual Dining

Fatburger, **Boardwalk Fresh Burgers & Fries**, **Elevation Burger** and newcomer Burger Lounge aim to open new units and grab an even bigger piece of the fast-casual action. Watch for Fatburger to open another 13 to 14 this year on its way to a goal of 20. The company will open units in new markets including Chicago and Cincinnati. Boardwalk signs on new franchisee, Jim Stump, to open three units in Southwest Virginia this year. Stump is looking for the first unit in Charlottesville or Richmond, Va., and hopes to get it open by year's end. Elevation Burger will open a total 34 units in multi-unit deals for New Jersey, Philadelphia, Austin and Baltimore. The company's pipeline contains nearly 50 stores. San Diego's three-unit Burger Lounge aims to open four to five units annually in SoCal...