



Big Town Hero

Menu Prices — September 9, 2026

Restaurant & Food Industry Reports



US Fast Food Restaurant Market Research

This Report will provide in-depth Market and Industry Analysis, Evaluate General Indicators, Financial and Scrutinize Investment Attractiveness.

Fast Food Industry →



The 2025 US Pizza Restaurants & Industry Trends Report

Pizza Industry →



The U.S. Fast-Casual Restaurant Industry

A Comprehensive Analysis of Market Dynamics, Consumer Trends, Innovation, and Competitive Strategies.

Fast Casual Industry →



2025 US Dining Restaurants & Industry

MARKET RESEARCH

Casual Dining Industry →

Competitor Price Intelligence →

Most Ordered	
ITEM	PRICE
(25) Classic Club Turkey, ham, bacon, cheddar & Swiss cheese, lettuce, tomato, pickles, pepperoncini & mayonnaise.	\$12.65
(21) Very Berry Turkey Turkey, cream cheese, cranberry sauce, lettuce & mayonnaise.	\$11.55
(24) The Italian ham, pepperoni, dry salami, provolone cheese, lettuce, tomato, pickles, onions, pepperoncini & Italian dressing.	\$11.55
(12) The One Your choice of meat, cheddar, swiss, lettuce, tomato, pickles, pepperoncini and mayonaise.	\$11.55
(27) Turkey Bacon Avocado Turkey, bacon, avocado, lettuce & mayonnaise.	\$12.65
(13) The Duo Your choice of 2 meats, cheddar, swiss, lettuce, tomato, pickles, pepperoncini and mayonnaise	\$12.65
(26) Prime Club Roast Beef, Bacon, Cheddar, Romaine, Tomato, Horseradish Mayonnaise	\$12.65
Soup of the Day	\$4.40
(23) BLT Bacon, lettuce, tomato & mayonnaise.	\$11.55
(17) Veggie Cheddar, Swiss & provolone cheese, lettuce, tomato, pickles, pepperoncini, Italian dressing & mayonnaise.	\$12.65
(11) Reuben Pastrami, swiss, saurkraut and thousand island dressing.	\$12.65
(22) Tuna Tuna mixed with diced onion, relish and mayonnaise; cheddar, lettuce, tomato, pickles and mayonnaise.	\$11.55
Combos	
ITEM	PRICE
Chips Combo	\$3.85
Drink and Soup A medium fountain drink and side of soup.	\$6.05
Macaroni Salad Combo Fountain drink & mac salad.	\$3.85
Potato Salad Combo Fountain drink & small potato salad.	\$3.85
Favorite Heroes	
ITEM	PRICE
(25) Classic Club (Favorite Heroes) Turkey, ham, bacon, cheddar & Swiss cheese, lettuce, tomato, pickles, pepperoncini & mayonnaise.	\$12.65
(24) The Italian (Favorite Heroes) ham, pepperoni, dry salami, provolone cheese, lettuce, tomato, pickles, onions, pepperoncini & Italian dressing.	\$11.55
(26) Prime Club (Favorite Heroes) Roast Beef, Bacon, Cheddar, Romaine, Tomato, Horseradish Mayonnaise	\$12.65

ITEM	PRICE
(22) Tuna (Favorite Heroes) Tuna mixed with diced onion, relish and mayonnaise; cheddar, lettuce, tomato, pickles and mayonnaise.	\$11.55
(23) BLT (Favorite Heroes) Bacon, lettuce, tomato & mayonnaise.	\$11.55
(27) Turkey Bacon Avocado (Favorite Heroes) Turkey, bacon, avocado, lettuce & mayonnaise.	\$12.65
(21) Very Berry Turkey (Favorite Heroes) Turkey, cream cheese, cranberry sauce, lettuce & mayonnaise.	\$11.55

Vegetarian Heroes

ITEM	PRICE
(20) Cream Cheese Cucumber Cream Cheese, Cucumbers, Cheddar Cheese, Lettuce, Tomato, and Mayonnaise	\$11.55
(19) Salad Sub Lettuce, Tomatoes, Cucumbers, pickles, bell peppers, onions, pepperoncini, and Italian Dressing	\$11.55
(17) Veggie (Vegetarian Heroes) Cheddar, Swiss & provolone cheese, lettuce, tomato, pickles, pepperoncini, Italian dressing & mayonnaise.	\$12.65
(18) Avocado Delight Avocado, cream& cheddar, lettuce, tomato & mayonnaise.	\$12.65

Breakfast

ITEM	PRICE
B5. Denver Chipotle mayo, scrambled eggs, cheddar, onion, bell pepper and ham	\$8.25
B3. Bacon and Egg Chipotle mayo, scrambled eggs, cheddar and bacon	\$7.70
B2. Egg and Cheese Chipotle mayo, scrambled eggs and cheddar	\$7.15
B1. Basic Chipotle Mayo and Scrambled Eggs	\$6.60
B4. Ham and Egg Chipotle mayo, scrambled eggs, cheddar and Ham	\$7.70

Sides

ITEM	PRICE
Chips Classic lays, bbq lays, cheesy doritos, sun chip harvest cheddar, lays, salt & vinegar, miss vickie's jalapeño, baked la...	\$2.20
Macaroni Salad	\$2.20
Potato Salad	\$2.20
Mini Bread Loaf	\$2.20
Soup of the Day (Sides)	\$4.40
Cookie Variety of Manifesto cookies. Flavors may include: Chocolate chip and Salted Caramel	\$3.30

Sizzling Hot Subs

ITEM	PRICE
(10) Meatball Meatballs smothered in our mild marinara sauce, provolone, tomato, bell peppers, onions, and pepperoncini.	\$12.65
(12) French Dip Roast beef and butter with au jus on the side.	\$12.65
(9) Pastrami Stacker Pastrami, pickles, provolone and dijon mustard.	\$12.65
(11) Reuben (Sizzling Hot Subs) Pastrami, swiss, saurkraut and thousand island dressing.	\$12.65

Kid's Meals

ITEM	PRICE
Kid Ham Sub Lettuce, mayo & cheddar cheese only.	\$9.35
Kid Turkey Sub Lettuce, mayo & cheddar cheese only.	\$9.35
Peanut Butter and Jelly Sandwich All kids meals will be with chips ,treat and drink	\$7.15

Salads

ITEM	PRICE
(7) Greek Salad Dry salami, provolone cheese, tomato, cucumber, bell peppers, pepperoncini & Greek dressing on romaine lettuce.	\$12.65
(8) TBA Salad Turkey, crumbled bacon, avocado & tomato on romaine lettuce.	\$12.65
(6) Chef Salad Turkey, ham, cheddar & Swiss cheese, tomato, cucumbers, bell peppers & onions on romaine lettuce.	\$12.65

Original Heros

ITEM	PRICE
(13) The Duo (Original Heros) Your choice of 2 meats, cheddar, swiss, lettuce, tomato, pickles, pepperoncini and mayonnaise	\$12.65
(14) Super Hero Your choice of 3 meats, cheddar, swiss, lettuce, tomato, pickles, pepperoncini and mayonnaise	\$20.35
(12) The One (Original Heros) Your choice of meat, cheddar, swiss, lettuce, tomato, pickles, pepperoncini and mayonaise.	\$11.55
Fantastic Four Your choice of 4 meats, cheddar, swiss, lettuce, tomato, pickles, pepperoncini and mayonnaise	\$21.45

Drinks

ITEM	PRICE
Pepsi - 20oz Bottle The bold, refreshing, robust cola.	\$3.30

ITEM	PRICE
Fountain drink Pepsi, diet pepsi, dr pepper, sierra mist	\$2.20
Energy Drinks	\$4.40
Pepsi Bottled Drinks	\$3.30
Gatorade Cool Blue - 20oz Bottle Cool, satisfying taste to quench thirst and energize without caffeine	\$3.30
Manzanita Sol Apple Soda - 12oz Can An authentically Mexican apple flavored soda with a mouthwatering fizz and refreshing, crisp taste	\$2.48
Gatorade Fruit Punch - 20oz Bottle The thirst quenching taste of fruit punch to rehydrate and energize without caffeine	\$3.30
Diet Pepsi - 20oz Bottle A crisp tasting, refreshing pop of sweet, fizzy bubbles without calories.	\$3.30
Dr. Pepper - 20oz Bottle	\$3.30
Rockstar Original Energy - 16oz Can Rockstar Energy Drink is designed for those who lead active lifestyles - from Athletes to Rock Stars.	\$4.40
Pepsi - 12oz Can The bold, refreshing, robust cola.	\$2.48
Diet Pepsi - Fountain A crisp tasting, refreshing pop of sweet, fizzy bubbles without calories.	\$2.20
Starry - Fountain A caffeine-free soda that provides a crisp, clear burst of lemon lime flavor	\$2.20
Gatorade Orange - 20oz Bottle The thirst quenching taste of orange to rehydrate and energize without caffeine	\$3.30
Dole 100% Apple Juice - 15.2oz Bottle Dole apple juice is made with 100% juice and 100% of your daily Vitamin C	\$3.30
Aquafina - 20oz Bottle Pure water for a perfect taste.	\$2.75
Canned Soda Canned soda: pepsi, diet dr. pepper, dr.pepper	\$2.48
Mtn Dew - 12oz Can Mtn Dew exhilarates and quenches thirst with its one of a kind citrus taste.	\$2.48
Bubly Lime - 12oz Can Lime flavored sparkling water - no calories, no sweeteners, all smiles.	\$2.48
Mtn Dew - Fountain Mtn Dew exhilarates and quenches thirst with its one of a kind citrus taste.	\$2.20
Bottled Coffee	\$4.68
Bottle Juice	\$3.30
Starbucks Frappuccino Coffee - 13.7oz Glass A chilled coffee drink harmoniously blended with creamy milk	\$4.68
Starbucks Frappuccino Vanilla - 13.7oz Glass A chilled coffee drink harmoniously blended with creamy milk and a hint of vanilla sweetness	\$4.68
Starbucks Frappuccino White Chocolate Mocha - 13.7oz Glass	\$4.68
Dole 100% Orange Juice - 15.2oz Bottle Dole orange juice is made with 100% juice and 100% of your daily Vitamin C	\$3.30
Pure Leaf Sweet Tea - 18.5oz Bottle	\$3.30

ITEM	PRICE
Pepsi - Fountain The bold, refreshing, robust cola.	\$2.20
Dr. Pepper - 12oz Can	\$2.48
Rockstar Sugar Free - 16oz Can Rockstar Energy Drink is designed for those who lead active lifestyles - from Athletes to Rock Stars.	\$4.40
Pepsi Zero Sugar - Fountain Real cola taste, with a refreshing pop of sweet, fizzy bubbles without sugar	\$2.20
Dr. Pepper - Fountain A signature blend of 23 flavors makes every sip of Dr. Pepper truly unique.	\$2.20
Mug Root Beer - Fountain Appeal to the senses with a rich foam, unique aroma and the feeling of ice-cold refreshment	\$2.20
Pure Leaf Unsweetened - 18.5oz Bottle	\$3.30
Rockstar Punched Fruit Punch - 16oz Can	\$4.40
Crush Orange - Fountain	\$2.20
Brisk Iced Tea Unsweetened - Fountain Brisk has become the badge of creative hustlers everywhere. By bringing in-your-face flavors and vibrant colors to the j...	\$2.20
Tropicana Lemonade - Fountain The invigorating taste of freshly squeezed lemons with no artificial sweeteners or flavors	\$2.20
Pure Leaf Tea	\$3.30
Bubbly Sparkling Water	\$2.48