**A NEWBIE’S GUIDE TO IN-N-OUT**

**FROM MUSTARD-FRIED BURGERS TO THE SPECIAL SAUCE, HERE’S EVERYTHING YOU NEED TO KNOW BEFORE YOU TUCK INTO YOUR FIRST DOUBLE-DDOUBLE.**

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**HAMBURGER**
Your standard burger, with sponge-dough bun, 2-ounce patty, lettuce, tomatoes, with or without onions, pickles, and spread (more on that later).

**CHEESEBURGER**
Everything you see on its neighbor to the left, but with a slice of American cheese thrown in for good measure.

**DOUBLE DOUBLE**
Now throw on another patty and slice of cheese, either with or without onions.

**DOUBLE MEAT**
Two patties, no cheese. You can order any n-by-Meat, where n is a number from 1 to 4.

**ANIMAL STYLE**
A mustard-cooked patty with pickles, spread, and grilled onions diced and mixed together on top.

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**3X3**
What? A Double Double isn’t going to do the job? Increase your meat and cheese by 50 percent.

**4X4**
If you’re seriously angry with your colon and want to show it who’s in charge.

**PROTEIN STYLE**
Trying to avoid carbs? Use lettuce as a bun.

**FLYING DUTCHMAN**
Two patties, two slices of cheese, and nothing else but the wrapper.

**GRILLED CHEESE**
Oh, look, even vegetarians get their own sandwich: How sweet.

**SPREAD**
Some will say the secret sauce is nothing but Thousand Island dressing, but that’s not the case. There’s love in that packet, too.

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**IN-N-OUT**

**LOCATIONS:** 251 stores in California, Utah, Nevada, and Arizona

**ANNUAL SALES:** won’t disclose

**NOTABLE FOR:** secret menu (see sidebar)

**FATBURGER**

**YEAR OPENED:** 1997

**LOCATIONS:** 295

**ANNUAL SALES:** more than $1 billion

**NOTABLE FOR:** the classic Whataburger and distinctive orange-and-white striped buildings

**WHATABURGER**

**YEAR OPENED:** 1950

**LOCATIONS:** more than 32,000

**ANNUAL SALES:** $1.4 billion

**NOTABLE FOR:** home of the original Skillet

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**The Secret Behind the Secret Menu**

Part of In-N-Out Burger’s allure owes to its secret menu. Think about Mattito’s Bob Armstrong dip, which has never been on its menu. Don’t you feel like an insider every time you order it? No matter that anyone who has lived in Dallas for two weeks knows about the Bob Armstrong dip. Still, it’s on the menu. It’s cool. That’s exactly how In-N-Out’s secret menu works. Carl Van Fleet, a spokesman for the chain, says, “We don’t think of ourselves as having a secret menu at all. It is not something that we set out to do; it’s just a byproduct of making every burger to order.” Right, right. But everyone knows there is a secret menu. The company’s own website even acknowledges as much. According to the menu you’ll see in its restaurants. In-N-Out serves only six things. Double Double burger, cheeseburger, hamburger, French fries, soft drinks, and shakes.

But there are almost endless variations, many of which have names. You want a Double Double with cheese but no buns or lettuce or tomato? That’s called a Flying Dutchman. And you can trick up your fries, too. But you knew what you can’t do? You can’t ask In-N-Out’s public relations department for pictures of any of this stuff, because In-N-Out doesn’t have a publicity department. Nor does any department at the company have pictures of everything it serves. To get these shots, we had to fly photographer Kevin Marple to Los Angeles, where he ordered everything he could from the secret menu and then took pictures of it in a “studio” he’d set up in a nearby Holiday Inn Select.

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**How Does In-N-Out Stack Up?**

**IN-N-OUT**

**LOCATION:** 3162

**LOCATIONS:** 32,100

**ANNUAL SALES:** $2.5 billion

**NOTABLE FOR:** setting you have it your way

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**THE SECRET BEHIND THE SECRET MENU**

**CARL’S JR.**

**YEAR OPENED:** 1946

**LOCATIONS:** 1,140

**ANNUAL SALES:** $1.4 billion

**NOTABLE FOR:** charbroiled chicken and burgers

**WENDY’S**

**YEAR OPENED:** 1946

**LOCATIONS:** 6,650

**ANNUAL SALES:** $1.4 billion

**NOTABLE FOR:** square hamburgers and the Frosty