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Smashburger To Open First Location in Omaha

(Omaha, Neb) [Smashburger](#), a fast casual “better burger” restaurant concept will soon be opening in Nebraska. The first store is scheduled to open in Omaha at 123rd and “L” Streets on October 17, 2009. The store will be open from 10:00 a.m. – 10:00 p.m. seven days a week.

Smashburger is a fast-casual restaurant concept featuring 100-percent fresh-never-frozen Angus beef which are smashed on the grill to seal in delicious juicy flavor. Over the next three years restaurant franchiser Reload, LLC will open 10 stores in Omaha and Lincoln. Reload is owned by Jim Stevens and Rhod McNee who are no newcomers when it comes to restaurant franchises. McNee is Vice President of Operations for Stevens’ more than two dozen Applebee’s, all located in the Midwest.

“We’re excited to bring this unique burger concept to beef-loving Nebraskans,” said McNee. “Smashburger is a strong business model which is something we look for as experienced franchisees. In 2009, Smashburger was named a Hot Concept! by the editors of *Restaurant News* – only two years after its first store opened.”

“We are thrilled to become part of the Omaha dining landscape,” said Tom Ryan, founder of Smashburger. “Nebraskans are some of the nation’s most enthusiastic burger lovers and Smashburger is excited to introduce them to our better burger.”

In addition to the usual selection of Smashburgers from which to chose, Nebraskans will have the Husker burger to call their own. Featuring A-1 steak sauce, haystack onions, garlic sautéed mushrooms, Swiss cheese, lettuce, tomato and mayonnaise on an egg bun the Husker burger can be either a one-third or half-pound ball of beef smashed on a flat grill to sear in the juices.

Although Smashburger is known for its savory burgers, the restaurant also serves up delicious Smashchicken sandwiches, Smashdogs, and Smashesalads, with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Burger lovers can pair their meals with beer, wine, Häagen-Dazs shakes, and root-beer floats.

About Smashburger

Headquartered in Denver, Colo., Smashburger is a fast-casual restaurant designed to be “every city’s favorite burger place.” Developed and owned by private equity and concept development

firm Consumer Capital Partners (CCP), Smashburger has sold franchise agreements totaling more than 200-plus locations over the next five years. The franchise deals are part of Smashburger's national expansion plans to open 500 restaurants across the country, with 30 to 60 of those scheduled for 2009. For those who crave a better burger experience, keep watching for Smashburger to come to your community. To learn more, please visit www.smashburger.com.

About Reload LLC

Wichita-based Reload LLC is a company with an established track record as a successful multi-unit operator of franchise restaurants. Reload owner Jim Stevens owns and operates more than 30 popular fast-casual and casual dining units in the Midwest.