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Newly-Opened Smashburger to Donate Proceeds to Food Bank of Iowa

One Dollar from each Iowa Smashburger Sold will go to Providing Meals to Children in Need

(DES MOINES, Iowa) Monday, Sept. 21, 2009 – Smashburger, a fast-casual restaurant concept, will celebrate the opening of its first Iowa location, located at 1821 University (corner of 22nd and University) in West Des Moines, by donating \$1 from every Iowa Smashburger purchased on Saturday, Sept. 26 to Food Bank of Iowa's Backpack Buddies program.

The specially-created Iowa Smashburger features a one-third or half-pound 100 percent Angus beef—fresh, not frozen—smashed, seared and seasoned on a hot grill, complete with Iowa's own Maytag blue cheese, applewood smoked bacon, haystack onions, lettuce, tomato and mayo on an egg bun.

Smashburger provides something for everyone. Along with its mouthwatering Smashburgers, the restaurant also serves delicious Smashchicken, Smashdogs and Smashesalads, with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Diners can also enjoy Häagen-Dazs shakes, root beer floats, beer and wine with their meal.

Backpack Buddies, a non-profit Food Bank of Iowa program launched in 2006, will use the proceeds to provide healthy, kid-friendly food to local low-income children on weekends and school breaks, when they do not have access to federal free and reduced price meal programs.

"We're pleased to support Food Bank of Iowa's Backpack Buddies program and the Greater Des Moines community," said Brendan Crowley, Smashburgers' Iowa franchisee. "Smashburger recognizes that hunger is a serious, growing problem and supports Food Bank of Iowa's mission of providing healthy meals to local children in need."

About Smashburger

Denver, Colorado-based 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 develops both company and joint-venture partner stores. The company has sold franchise agreements that will total more than 200 locations over the next five years. The company, joint venture and franchise development deals are part of Smashburger's plan to open 500 plus restaurants across the country, 30 to 60 in 2009. Smashburger was named a 2009 Hot Concepts! award winner by Nation's Restaurant News. To learn more, visit www.smashburger.com.

About Food Bank of Iowa's Backpack Buddies Program

Food Bank of Iowa is a non-profit, charitable organization serving 42 Iowa counties, whose mission is to alleviate hunger and reduce food waste. Backpack Buddies, a Food Bank of Iowa program launched in 2006, provides sacks of healthy, kid-friendly food to low-income children on weekends and school breaks, when they do not have access to federal free and reduced price meal programs. The sacks contain a variety of foods, such as milk, 100 percent juice, cereal, fruit cups, soups or meals, peanut butter, snacks, and pudding. To learn more, visit www.foodbankiowa.org.

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