



smash. sizzle. savor.

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SMASHBURGER BURSTS ONTO THE TWIN CITIES DINING SCENE MAY 9, 2009

National chain to open first Minnesota restaurant in St. Anthony this spring

(MINNEAPOLIS, MINN.) – There'll soon be a new burger authority in town. Created for true burger fanatics, Smashburger is a fast-casual concept that is leading the better burger market in Colorado, Texas, and Kansas. Smashburger is a burger lovers' paradise and is determined to become the Twin Cities' best burger. Minnesota's first Smashburger location will open at **3900 Silver Lake Road in St. Anthony on May 9, 2009.**

Smashburger is a Denver-based concept launched and funded with \$15 million by private equity and concept development firm Consumer Capital Partners (CCP). The Twin Cities restaurant marks the company's 13th location nationwide and the latest in the restaurant's aggressive national expansion, which is expected to include several hundred new stores during the next few years.

"We believe we have the best-tasting burgers anywhere, and we are excited to bring our 'better burger' to Minnesota," says Tom Ryan, founder of Smashburger and managing partner and chief concept officer of CCP, the firm behind the eatery. "Burger lovers in the Twin Cities are sure to love Smashburger, especially with the state-specific offerings we're tying into the menu. We are eager to earn our place as Minneapolis's favorite burger place."

Every mouthwatering burger begins the same way: A third or half pound of certified Angus beef—fresh, never frozen—is smashed on the grill to seal in a superior juicy flavor. From here, customers can pair Smashburger's perfect burger with delicious condiments, toppings, and sides. Even the most discriminating of diners can find burger bliss with the restaurant's vast array of options: choice of bun, cheese, sauce, and a variety of tempting toppings like haystack onions, guacamole or even a fried egg.

Although Smashburger is known for its savory burgers, the restaurant also serves up delicious Smashchicken sandwiches, Smashdogs, and Smashsalads, 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.

The Silver Lake Road location is the company's first foray into Minnesota. Smashburger is a young company and a young concept, so the Minnesota market represents an important step in its national expansion plans.

"We chose Minnesota and Minneapolis as our fourth market because the population is diverse and historically open to new ideas. The city has a strong dining scene along with a convivial business environment," says David Prokupek, chairman of Smashburger and managing partner and chief investment officer of CCP. "Smashburger will open 30-35 stores in Minnesota in the next 4-6 years, with 4-6 new locations by the end of 2009. We are clearly committed to significant expansion in the area."

"Our executive team has important ties to Minneapolis, too, making the market the perfect next step for us," says Scott Crane, president of Smashburger. "We know Minnesotans love burgers, and we can't wait to bring them the best they've ever tasted."

Smashburger's Minnesota expansion is good news for the state's economy as well. The company will bring between 500 and 1,000 new jobs to the area, plus economic growth associated with the expansion.

About Smashburger

Headquartered in Denver, CO, Smashburger is an innovative fast-casual restaurant concept featuring "the best burgers you ever tasted." Developed and owned by private equity and concept development firm Consumer Capital Partners (CCP), Smashburger has sold significant franchise agreements that assure 200-plus locations over the next four years. The franchise deals are part of Smashburger's national expansion plans to open 500 restaurants across the country, with 30-60 of those scheduled for 2009. If you crave a better burger, keep watching for Smashburger – coming to your community soon. To learn more about building a better burger, please visit www.mysmashburger.com.

About Consumer Capital Partners

Denver-based Consumer Capital Partners (CCP) is an innovative private investment and concept development firm focused on multi-unit retail businesses, primarily in the restaurant, liquor, food, and leisure industries. CCP has deep experience in the fields of private equity, brand, concept and product development, and strategic consulting. To learn more about CCP, please visit www.consumercp.com

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