



**smash. sizzle. savor.**

**For Immediate Release**

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**Media Contact: Grace Markley**

**917-549-3246, [pr@consumercp.com](mailto:pr@consumercp.com)**

**Smashburger Ventures into the Mountains  
with the Opening of a Dillon, Colorado, Restaurant**

*Colorado's "best \$5 burger" place to open its 12<sup>th</sup> location*

DENVER – April 6, 2009 – Smashburger, Colorado's favorite hometown burger, is opening its first mountain restaurant in Dillon on April 17, 2009. Located just off I-70 at Exit 205 at 265 Dillon Ridge Road, Smashburger will bring a better burger to Colorado's high country residents and commuters.

Smashburger is a Denver-based fast-casual concept launched and funded with \$15 million by private equity and concept development firm Consumer Capital Partners (CCP). The newest Smashburger marks the company's 10th Colorado location and 12<sup>th</sup> location nationwide. The Dillon location is the latest in the company's national expansion plans, which are expected to include several hundred new stores over the next few years.

"Opening a mountain location is a logical next step in our local and national expansion," said Scott Crane, president of Smashburger. "Diners in Colorado's mountain towns tend to have to settle for ordinary affordable fare or very high-end fine dining. There are not a lot of options in between, so Smashburger will definitely fill an unmet market with the best \$5 burger out there."

Named for the cooking method used to create the perfect burger, Smashburgers are either a one-third or half-pound ball of beef smashed on a flat grill to sear in the juices. To further the "better burger" experience, Smashburgers are served on a toasted artisan bun and topped with a selection of real cheeses, the freshest produce and top-quality condiments. The menu also includes grilled Smashchicken sandwiches, Smashdogs, Smashfries, Veggie Frites, haystack onions, entrée salads and kids' selections. To round out the perfect burger meal, diners can order Haagen Daz shakes, wine or frosty mugs of beer.

"We've built Smashburger on the idea that 'smashing' a burger to seal in the flavor, creates a better-tasting, better-quality burger, which is exactly what burger lovers have been looking for," said Tom Ryan, Smashburger founder and CCP managing partner and chief concept officer. "Burger lovers in Dillon and the surrounding areas are sure to connect with our always-fresh-never-frozen 100 percent Angus beef Smashburgers. Whether diners are just coming off the slopes, out of the rivers, from

the hiking or biking trails, or just need a break from a clogged I-70, Smashburger is sure to satisfy even the most discriminating hungry burger lover. We're excited to earn our place as the high country's favorite burger place."

Smashburger is a Colorado company, so its growth within the state is significant to the local economy and the communities in which it operates. Furthermore, its national expansion plans mean the company will create thousands of jobs in Colorado and across the country. On its own, the Dillon location will add 30-plus jobs.

"We have an aggressive expansion model, but we're focused on growing in a smart way. We've established parameters around our growth, which means our quality doesn't suffer," said Dave Prokupek, Smashburger chairman of the board and managing partner and chief investment officer of CCP. "In addition to our corporate locations, we've partnered with more than 10 multi-unit operators to open 200-plus restaurants over the next five years. We're managing Smashburger to be on top of the multi-billion dollar better burger market."

### **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 five 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](http://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.consumerccp.com](http://www.consumerccp.com)