



**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 to Open Derby, Ks., Store on May 20**

*"Best \$5 burger" place opens its second Wichita area location*

DENVER – May 11, 2009 – Smashburger, the popular fast-casual burger chain will open a new store in Derby, Ks., on Wednesday, May 20. Located at 1220 North Rock Road in the Glen Hills retail center in Derby, Smashburger will bring a better burger to residents in the Wichita suburb.

Smashburger is a Denver-based fast-casual concept launched and funded with \$15 million from private equity and concept development firm Consumer Capital Partners (CCP). The newest Smashburger marks the second in the Wichita area. The first store at 35<sup>th</sup> and Woodlawn opened in December 2008. Both stores are the result of a joint venture partnership with several successful area real estate developers as well as an experienced multi-unit franchise operator collectively called Smashburger WTO Acquisition, LLC. Together, the joint venture group plans to open three to five more stores in Wichita as well as several in Tulsa and Oklahoma City.

"Opening a Derby location makes perfect sense for us. It is a high traffic area, one we felt was underserved, so Smashburger will definitely fill an unmet market with the best \$5 burger out there," said Scott Crane, president of Smashburger. "Whether diners are coming from McConnell Air Force Base, Spirit AeroSystems or just need a break from Rock Road traffic, Smashburger is sure to satisfy even the most discriminating hungry burger lover. We're excited to earn our place as Derby's favorite burger place."

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.

"Our burgers start with always-fresh-never-frozen 100 percent Angus beef. Smashing our burgers seals in the flavor, creating a better-tasting, better-quality

burger," said Tom Ryan, Smashburger founder and CCP managing partner and chief concept officer.

The new Derby Smashburger is part of the company's national expansion plans. Its growth within the Wichita area is significant to the local economy and the communities in which it operates. On its own, the Derby location will add 30-plus jobs to the community.

"Smashburger has created a growth strategy that includes corporate, joint venture and franchise locations. The Derby restaurant is part of a joint venture partnership with Smashburger WTO Acquisition and will allow us to expand in the Wichita area, Tulsa and Oklahoma City," said Dave Prokupek, Smashburger chairman of the board and managing partner and chief investment officer of CCP. "The relationship and latest restaurant opening gives us a stronger presence and market share in the Midwest. We're certainly poised to be on top of the better burger category."

### **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)