



**For Immediate Release**

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## **Smashburger Caters to Regional Tastes, Rolls Out *New Colorado Menu***

*New Smashburger, Hot Dog, Specially Created Sides Hit Colorado Springs Oct. 28*

(DENVER, COLO.) October 11, 2009—Denver-based fast casual concept Smashburger is showing its Colorado pride and introducing an all-new menu that takes inspiration from Coloradan flavors and traditional comfort food. Among the new items are a Colorado Smashburger, Colorado Dog, Fried Green Chilies, and several flavorful Smashfry options.

The Colorado menu is available at both Colorado Springs Smashburger locations: 5230 North Nevada Avenue and 3707 Bloomington Street.

The Colorado Smashburger starts with a one-third or half-pound ball of 100-percent Angus beef that is first smashed, seared and seasoned on the grill, then topped with grilled fresh green chilies, melted cheddar and pepper jack cheese, lettuce, tomato and mayo on a toasted chipotle bun.

The Colorado Dog starts with a 100-percent Angus beef hotdog topped with grilled fresh green chilies, grilled onions, melted cheddar cheese and pepper jack cheese, chipotle sauce and fresh-sliced tomatoes.

In addition to new entrees, the Colorado menu offers a selection of Colorado-geared sides:

- Fried Green Chilies: Fresh green chilies sliced and flash fried and served with a side spicy chipotle sauce
- Cheese Fries: Tender, crispy Smashfries topped with melted cheddar cheese
- Chili Fries: Tender, crispy Smashfries topped with pork green or beefy red chili

- Chili Cheese Fries: Tender, crispy Smashfries topped with melted cheddar cheese and pork green or beefy red chili

Named for the cooking method used to create the perfect burger, Smashburgers start with a one-third or half-pound ball of 100-percent Angus beef—fresh, not frozen—smashed, seared and seasoned on a flat grill. Served on a butter-toasted artisan bun and topped with a selection of real cheeses, the freshest produce and top-quality condiments.

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.

“Smashburger has been supported by Colorado residents from the beginning,” says Smashburger Founder Tom Ryan. “We can’t think of a better way to show our gratitude than to introduce this new Colorado menu to Colorado Springs.”

### **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, 30-60 in 2009. Smashburger was named a 2009 Hot Concepts! award winner by Nation’s Restaurant News. To learn more, visit [www.smashburger.com](http://www.smashburger.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](http://www.consumercp.com).

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