

## Smashburger's New Wichita Menu Features Shocker Smashburger

*Smashburger is customizing its menus to include a one-of-a-kind Shocker Smashburger exclusive to its two Wichita-area locations. The new menu launches next week, and to help kick off the new burger, every Shocker Smashburger purchased between Oct. 24-30 will raise scholarship funds for WSU student-athletes.*

Wichita, Kan. ([PRWEB](#)) October 19, 2009 -- Smashburger, a fast-casual "better burger" restaurant will be introducing the Shocker Smashburger on Oct. 19 as part of its new Wichita menu which will also offer new sides and beers that are exclusive to the Wichita market. Smashburger will celebrate the launch of the Shocker Smashburger by donating \$1 from each Shocker Smashburger sold from Oct. 24 through Oct. 30 to WSU's Shocker Athletics Scholarship Organization (SASO). SASO provides financial support to ensure that student-athletes achieve success on the athletic field and in the classroom.

The Shocker Smashburger is available at the Woodlawn and Derby Smashburger locations (at 3570 N. Woodlawn Street in Wichita and 1220 N. Rock Road in Derby). Wichita's Shocker Smashburger starts with a one-quarter, one-third or half-pound ball of 100-percent Angus beef - fresh, not frozen - smashed, seared and seasoned on a flat grill, topped with fried pickles, grilled onions, American cheese, chipotle mayo, barbecue sauce, lettuce and tomato, and is served on a toasted chipotle bun and starts at \$4.29.

"We know that Wichitans love their barbecue, the zesty flavors of Tex-Mex and the smoky hint of chipotle flavors," says Smashburger Founder Tom Ryan. "We melded these popular flavors together to create a specialized new Smashburger just for Wichita and look forward to serving it up for Shocker friends and fans."

In addition to the new Shocker Smashburger, the Woodlawn and Derby stores will also debut new sides exclusive to Wichita.

- Fried Pickles: fresh dill pickles flash fried and served with ranch dressing
- Cheese Fries: tender, crispy Smashfries topped with melted cheddar cheese
- Chili Fries: tender, crispy Smashfries topped with beefy chili
- Chili Cheese Fries: tender, crispy Smashfries topped with melted cheddar cheese and beefy chili.

Smashburger will also be expanding the beer selection at each location to include Tallgrass, Shock Top and Boulevard brews. Individual bottles of beer are \$2 each.

Wichita diners can choose a signature burger such as the Classic Smashburger, the All-American Smashburger, the BBQ, the Bacon Swiss Smashburger or the Shocker Smashburger. They also can create their own perfect Smashburger with unique and top-quality toppings like artisan buns, real cheeses, signature sauce and seasoning, garlic sautéed mushrooms, haystack onions or even a fried egg. Smashburger also serves up delicious Smashchicken sandwiches, Smashdogs and Smashesalads, with sides like veggie frites, and rosemary and garlic-seasoned Smashfries. Burger lovers can pair their meals with regional beers, wine, Häagen-Dazs shakes and root-beer floats.

### 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 corporate and joint venture partner stores. The company has sold franchise agreements that will total more than 275 locations over the next five years. The corporate, 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).

#### About Shocker Athletic Scholarship Organization

The Shocker Athletic Scholarship Organization (SASO) has been ensuring excellence for WSU Athletics since 1977. Its financial assistance supports the dreams of student-athletes on the field and in the classroom. For more information, please visit [www.goshockers.com](http://www.goshockers.com).

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