



**smash. sizzle. savor.™**

### **Smashburger Sizzles into Addison in November**

*Addison is First Dallas-Area Location to Sink its Teeth into Better Burgers*

**Dallas, Tx.**-(October 6, 2009)—[Smashburger](#), a fast-casual, "better burger" concept by Consumer Capital Partners (CCP) will open a Dallas-area store in conjunction with franchise partner, BIGG Capital Holdings. A fast-growing favorite of burger lovers nationwide, the Smashburger-BIGG Capital Holdings deal will bring 30 Smashburger stores to the Dallas area over the next five years.

Known 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. To further the "better burger" experience, Smashburgers are served on butter-toasted artisan buns and topped with a selection of real cheeses, the freshest produce and top-quality condiments.

Smashburger provides something for everyone. Along with its mouthwatering burgers, the restaurant serves delicious Smashchicken sandwiches, Smashdogs, and Smashesalads, with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Diners can also enjoy Häagen-Dazs shakes, beer, wine and root beer floats with their meal.

Dallas diners can look forward to the introduction of a Dallas menu that will cater to the prevailing tastes and local flavors of Dallas cuisine.

"Dallas diners have long been beef lovers," says Leonard Davis, BIGG Capital Holding creator. "It is exciting to have the opportunity to bring a solid burger concept built around uncompromising quality to my town. I know that it is just a matter of time before Smashburger has a loyal local following."

"Dallas residents will love Smashburger's 'better burgers'," says Smashburger Founder Tom Ryan. "Smashburger's success in other Texas cities allows us to expand confidently into Dallas and further our mission of becoming every city's favorite burger place."

#### **About Smashburger**

Denver, Colorado-based Smashburger is a fast-casual restaurant designed to be every city's favorite burger place. Developed and funded with \$15 million from 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 to 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).

For press inquiries, please contact Alexis Walsko ([alexis@lolaredpr.com](mailto:alexis@lolaredpr.com)) at (612) 333-1723. For more details on Smashburger, visit [www.smashburger.com](http://www.smashburger.com).

#### **About BIGG Capital Holdings, LLC**

Led by National Football League star Leonard Davis and Tye Williams, CFP® Dallas based BIGG Capital Holdings, LLC, is a business development group focused on building a thirty store Smashburger franchise empire over the next 7-8 years. BIGG Capital Holdings, LLC will serve to develop and support their franchise locations, while day to day management will be contracted to the Smashburger corporate team.

BIGG Capital Holdings, LLC has an innovated structure to allow other burger lovers to join this Smashburger venture in Dallas. Under the umbrella company BIGG Capital Holdings a separate entity, DC Rightside, LLC, Leonard Davis will be joined with his teammate Marc Colombo to build the first five units. Tye Williams, CFP® will be the managing member so that together Leonard Davis and Marc Colombo can continue to work side by side off the field just like they do on the field to create a team that is assured of making Smashburger a "BIGG hit"! For additional information contact Tye Williams at [twilliams@smashburger.com](mailto:twilliams@smashburger.com)

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