



**For Immediate Release**

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## **SMASHBURGER'S 'BETTER BURGERS' SIZZLE INTO SAN DIEGO IN 2010**

*Smashburger, Smash Bros LLC Open Seven Locations Over Two Years*

(SAN DIEGO) – October 28, 2009—[Smashburger](#), a fast-casual 'better burger' restaurant has partnered with Smash Bros LLC. Smash Bros LLC—a non-traditional retail and commercial development firm that grows brands with solid operations and unique market positions—is the partner company of Elkins-Whisenhunt, Inc.

Smash Bros LLC will bring seven Smashburgers to San Diego over two years.

Named for the cooking method used to create the perfect burger, Smashburgers start with a one-third or half-pound of 100-percent fresh Angus beef smashed, seared and seasoned on a grill. Served on a butter-toasted artisan bun and topped with 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 enjoy Häagen-Dazs shakes, root beer floats, beer and wine.

"Smashburger is thrilled to bring 'better burgers' to San Diego," says Smashburger President Scott Crane.

"My group looks forward to bringing these incredible burgers to our hometown, San Diego," says David Whisenhunt, co-founder of Elkins-Whisenhunt. Whisenhunt has worked with Starbucks, Quiznos, and Jamba Juice.

### **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).

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