



**smash. sizzle. savor.®**

CONTACT: Liz Overbeck/Stuart Rosenberg  
Studio Communications  
713-524-2800  
[liz@studiocommunications.net](mailto:liz@studiocommunications.net)  
[stuartr@studiocommunications.net](mailto:stuartr@studiocommunications.net)

FOR IMMEDIATE RELEASE

**SMASHBURGER EXPANDS INTO SUGAR LAND NOVEMBER 18  
Denver-based Chain Opens Sixth Houston-area Location**

HOUSTON, TX – October 30, 2009 – Smashburger, a fast-casual “better burger” restaurant, continues its quest to become Houston’s favorite burger place. Smashburger is pleased to announce its sixth Houston-area store opening in Sugar Land on November 18, 2009 at 2623 Town Center Blvd. Two additional Houston stores are scheduled to open in spring 2010.

Smashburger debuted its first Texas location in Houston’s Medical Center/Reliant Center area in December 2008 and last summer the company celebrated back-to-back openings of four stores in the city’s Energy Corridor, Westchase District, West University and Humble/Atascocita neighborhoods.

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. Served on butter-toasted artisan buns and topped with a selection of real cheeses, Smashburgers feature 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, root beer floats, beer, and wine with their meal.

“Greater Houston plays a significant role in our national expansion process,” says Smashburger Founder Tom Ryan. “We’re eager to share Smashburger’s menu and service with Sugar Land’s dining scene.”

**About Smashburger**

Headquartered in Denver, Colo., 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 has sold franchise agreements that will total more than 275 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. For those that crave a better burger experience, keep watching for Smashburger to come to your community.

To learn more, please 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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