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Smashburger Serves up Second Iowa Location, Wed., Nov. 11, 2009

Every city's favorite burger place coming to Ankeny

DES MOINES, Iowa, Oct. 5, 2009 – Smashburger, a fast-casual, "better burger" restaurant concept will open its second Iowa location at 2010 SE Delaware Ave. in Ankeny, on Wednesday, Nov. 11, 2009. Smashburger introduced Iowa residents to Smashburger in September 2009 with its store at 1821 22nd St (corner of 22nd and University) in West Des Moines.

Smashburger's menu caters to Iowan tastes with its Iowa Smashburger—a one-third or half-pound Angus burger topped with Maytag blue cheese, applewood smoked bacon, haystack onions, lettuce, tomato and mayo on an egg bun.

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 including 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.

"The response to Iowa's first Smashburger has been overwhelmingly positive," says Smashburger President Scott Crane. "We are excited to continue bringing Greater Des Moines our 'better burgers' with our Ankeny location."

Smashburger and local franchisee owner Smashguys LLC, will open 16 locations throughout Iowa over the next two years. In addition to Greater Des Moines, Smashburgers will also open in Cedar Rapids, Iowa City, Dubuque and Mason City. Smashguys LLC, is a veteran franchisee with extensive restaurant and food service experience, and is the same company that brought HuHot restaurants to Iowans.

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 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.

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.consumerccp.com

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