



## **Smashburger Announces Strauss Marketing-Bailey Pete Public Relations as Dallas Area Agency of Record**

### ***Better Burger Restaurant to Heat up Market with Several Stores Over Next Year***

**Dallas, TX – (October 7, 2009)** - Smashburger and restaurant franchise company BIGG Capital Holdings, LLC, have named Strauss Marketing-Bailey Pete PR, a Dallas-based public relations and marketing communications firm, as its Dallas agency of record. The firm will provide local support by leading media communications, forging local relationships, and promotions for Dallas.

Named 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 a butter-toasted artisan bun and topped with a selection of 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 also enjoy Häagen-Dazs shakes, root beer floats, beer and wine with their meal.

Strauss Marketing-Bailey Pete PR will announce Smashburger's arrival in Dallas and maintain communications surrounding the restaurant's market entry. Already making a name for itself in Texas, Smashburger plans to launch multiple Dallas locations over the next year.

"Dallas is in the heart of burger-loving country," says Smashburger Founder Tom Ryan. "If there is one market that is prepared for the 'better burger' that Smashburger offers, it is Dallas."

"We are so excited to be a part of Smashburger's launch in this region," says Jenifer Strauss Dannhauser, the founder and driving force behind Strauss Marketing- Bailey Pete PR's efforts. "The company has seen such a widespread success in a rather short period of time, and has made a name for itself in the burger business by being smart. It is always a pleasure to work with organizations that demonstrate a seemingly effortless knack for identifying opportunities in their market segment and building a name based on quality and originality. We can not wait to learn from its efforts, and coordinate successful outreach within our area."

### **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.consumerpcp.com](http://www.consumerpcp.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, Dallas based BIGG Capital Holdings, LLC, is a business development group focused on building a thirty store Smashburger franchise empire over the next 5 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.

#### **About Strauss Marketing**

Strauss Marketing- Bailey Pete PR, based out of Dallas and New York, is a boutique public relations firm made up of a team with diverse industry backgrounds, skills, and creative ideas. Experienced in marketing, public relations, media communication and event production on both a national and local level, Strauss Marketing- Bailey Pete PR has built an extensive network of media contacts and relationships with charities and social gatekeepers to provide the most comprehensive collection of connections for their clients. For more details on the Strauss Marketing- Bailey Pete PR's team and experience please visit [www.baileypetepr.com](http://www.baileypetepr.com).

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