



smash. sizzle. savor.®

For Immediate Release

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SMASHBURGER TO SIZZLE INTO AURORA WEDNESDAY, OCT. 21

Home-town "Better Burger" Restaurant Continues to Expand throughout Denver Metro

(DENVER, COLO.) – Smashburger—the Denver-based fast casual better burger concept—is opening its ninth metro location on October 21, 2009. The latest location—South Parker Road and Yale Ave. located at 2360 South Parker Road—will bring “better burgers” to the eager residents of Aurora, Colo.

Named for the cooking method used to create the perfect burger, Smashburgers are a one-third or half-pound ball of beef smashed on a flat grill to sear in all the juicy flavor. To further the “better burger” experience, Smashburgers are served on a toasted artisan bun and topped with a selection of real cheeses, the freshest produce, and top-quality condiments.

In addition to classic menu items, diners can create their new favorite burger with Smashburger’s Create Your Own menu options. With everything from a fried egg to applewood smoked bacon, and garlic-sautéed mushrooms, the fresh, tasty combinations are endless.

Smashburger is known for its savory burgers, but the restaurant also serves up delicious Smashchicken sandwiches, Smashdogs, and Smashsalads, with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Burger lovers can pair their meals with beer, wine, Häagen-Dazs shakes, and root-beer floats.

“Denver-area residents are some of our biggest fans,” says Smashburger Founder Tom Ryan. “We know that the Aurora location will be a great success and we are honored to continue expanding right in our own backyard.”

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 plus restaurants across the country, 30-60 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

For details about the Aurora Smashburger location or to set up an interview with Smashburger Founder Tom Ryan, please contact Alexis Walsko (alexis@lolaredpr.com) or Allison Dent (allison@lolaredpr.com) with Lola Red PR at 612.333.1723.

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