



smash. sizzle. savor.™

esd & associates Sizzles with Smashburger
Communications and Marketing Firm Named Agency of Record

San Antonio, Texas—(October 28, 2009)—[Smashburger](#), a fast-casual “better burger” restaurant and Food Management Partners (FMP), a restaurant franchise company have named esd & associates as its agency of record. esd is a San Antonio-based communications firm that will handle local day-to-day communication and marketing efforts as Smashburger gains momentum in the San Antonio market.

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 Smashsalads, 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.

“Smashburger is excited to partner with esd & associates,” says Smashburger Founder Tom Ryan. “esd will ensure that Smashburger continues to be known as San Antonio’s ‘better burger’.”

“We are thrilled and proud to partner with Smashburger and Food Management Partners—two organizations that exhibit tremendous confidence, passion and commitment to its product and the community,” says Christine Kleha, president and owner of esd & associates.

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 totaling 200-plus 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 to 60 of those scheduled for 2009. For those who crave a better burger

experience, keep watching for Smashburger to come to your community. To learn more, please 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.consumercp.com.

About esd & associates

esd & associates is a premier multicultural advertising and communications firm located in San Antonio, Texas. Our wide range of solutions include extraordinary Advertising Creative, Interactive Web Development, Event Management, Promotional Product Fulfillment and Public Relations. The firm's client-partner-centered experience delivers high-impact results and increased revenue for companies throughout the world.

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