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Smashburger Hits Dallas with City-Specific Menu Options

Dallas Residents to Savor Texas Flavor November 18, 2009

(Dallas, TX.) November 4, 2009—Smashburger, a Denver-based fast-casual restaurant is introducing a regional menu for its Dallas debut. Inspired by traditional Southwestern favorites and embracing spicy Texas fare, the menu will include the Lonestar Smashburger, Cowboy Cobb Salad, Sweet Potato Fries, and the DFW Dog. The Dallas menu will be available at the Addison location (4980 Beltline Road in Addison) beginning November 18, 2009.

The Lonestar Smashburger starts with a one-third or half-pound ball of 100-percent Angus beef that is first smashed, seared and seasoned on the grill, served open face with cheddar cheese, beefy chili, diced onions, diced tomatoes and fresh jalapeños and topped with grated cheddar cheese on a chipotle bun. Knife and fork included.

The DFW Dog starts with a 100-percent Angus beef hotdog and is topped with pepper jack cheese, guacamole, fresh jalapeños, spicy chipotle sauce, tomatoes and onions.

The Cowboy Cobb Salad begins with the freshest romaine and iceberg lettuce and is topped with diced chicken breast, chopped applewood smoked bacon, cheddar cheese, fresh diced tomatoes, haystack onions, spicy chipotle sauce, and finished off with guacamole and fresh jalapeños.

Sweet Potato Smashfries that start with Sweet potato fries and are tossed with rosemary, olive oil and garlic.

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, rosemary and garlic-seasoned Smashfries, fried pickles and chili cheese Smashfries. Diners can also enjoy Häagen-Dazs shakes, root beer floats, beer and wine with their meal.

“Smashburger is excited to start a new chapter in our expansion with the Addison location,” says Smashburger Founder Tom Ryan. “We can’t think of a better way to show our enthusiasm about coming to Dallas than introducing a menu designed specifically with this city and its people in mind.”

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, 30-60 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.consumercp.com.

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