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**For Immediate Release**  
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**TWIN CITIES SMASHBURGERS GET SPICY ON SEPTEMBER 28**

*Ask and You Shall Receive: Spicy Baja Smashburger Heats Up Menu*

(MINNEAPOLIS, MINN.) – Smashburger—the Denver-based fast casual better burger concept—is adding a new burger to the menu of its four Twin Cities metro locations. Twin Cities Smashburger fans discovered the Spicy Baja Smashburger on the company Web site and clamored on blogs and Twitter accounts for a fiery-hot menu item to enhance the restaurant’s savory burger and fries. In response, Smashburger is bringing the Spicy Baja Smashburger to area Smashburger stores starting at 10 a.m. Monday, September 28. The Spicy Baja is a one-third or one-half pound burger topped with artisan pepper jack cheese, fresh guacamole, fresh jalapenos, lettuce, tomato, and onion, and finished with chipotle mayo on a toasted chipotle bun.

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 superior 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.

Smashburger is known for its savory burgers, but the restaurant also serves up delicious Smashchicken sandwiches, Smashdogs, and Smashesalads, 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.

“We listened to the requests of Twin Cities Smashburger fans and the Spicy Baja is just the fiery kick that Minnesotan burger lovers will appreciate,” says Smashburger Founder Tom Ryan.

**About Smashburger**

Headquartered in Denver, Colo., Smashburger is an innovative fast-casual restaurant concept on its way to being every city's favorite burger place. Developed and owned by private equity and concept development firm Consumer Capital Partners (CCP), Smashburger has sold significant franchise agreements that assure 260-plus locations over the next four years. The franchise deals are part of Smashburger's national expansion plans to open 500 restaurants across the country, with 30-60 of those scheduled for 2009. If you crave a better burger, keep watching for Smashburger – coming to your community soon. To learn more about building a better burger, please visit [www.mysmashburger.com](http://www.mysmashburger.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](http://www.consumercp.com)

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

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