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## **SMASHBURGER SIZZLES INTO DAYTON ON OCTOBER 15**

*New Dayton Area Smashburger Introduces Ohio to "Better Burgers"*

**DAYTON, OH** – (September 24<sup>th</sup>, 2009)–Denver-based "better burger" restaurant concept Smashburger is coming to Ohio October 15. Sure to become the Miami Valley's favorite burger place, Smashburger will open in The Shoppes at 725, with a second University of Dayton location following later this year. In recognition of local flavor, Smashburger will offer a Buckeye Smashburger designed especially for the Ohio market.

Named for the cooking method used to create the perfect burger, Smashburgers are either a one-third or half-pound ball of 100 percent fresh—not frozen—Angus 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 distinctive toppings including haystack onions, guacamole or even a fried egg.

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.

The menu will also feature a special Buckeye Smashburger made with Ohio residents in mind. The Buckeye Smashburger starts with a one-third or half-pound 100 percent Angus beef burger topped with fried pepper rings, haystack onions, American cheese, lettuce, tomato and mayo on a toasted egg bun.

"We are excited to enter the Ohio burger market and are certain that Smashburger will quickly become every Ohioan's favorite burger place," says Smashburger Founder Tom Ryan.

The Shoppes at 725 location is Smashburger's first foray into Ohio. Smashburger and local franchisee group Rodenkirch Management, LLC are currently scheduled to open 12 restaurants in the Dayton and Cincinnati region over the next few years. Another 30 to 60 openings are scheduled for this year nationwide.

#### **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 is engaged in the development of company and joint venture partner store development. In addition, Smashburger has sold franchise agreements totaling more than 200-plus locations over the next five years. The company, joint venture and franchise development deals are part of Smashburger's national expansion plan to open 500 restaurants across the country, with 30-60 of those scheduled for 2009. For those that crave a better burger experience, keep watching for Smashburger to come to your community. To learn more, please 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.consumercp.com](http://www.consumercp.com).

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