

# Smashburger Sizzles into Temple in January 2012 – ‘Better Burgers’ come to town at 31st and HK Dodgen Loop

TEMPLE, Texas, Dec. 14, 2011 (SEND2PRESS NEWSWIRE) – Smashburger, the nation’s fastest growing “better burger” restaurant, brings their fresh approach to burgers to Temple when they open their first location on Wednesday, January 18, 2012 at 3008 S. 31st Street. Smashburger brings their juicy burgers that are smashed fresh and served delicious, along with its Haagen-Dazs® shakes, tempting sides and regional menu items crafted to please local palates to the heart of Temple. This is the first of many Central Texas Smashburgers slated to open over the next five years.

Each Central Texas Smashburger will feature a regional menu created with regional flavors and tastes in mind. The Temple menu includes: The Texas Burger, served with crisp lettuce, fresh tomato, pickles, and red onion, and dressed within yellow mustard. It will also include the Texas Dog, a 100 percent Angus Beef hot dog dressed with pepperjack cheese, creamy guacamole, fresh jalapenos, spicy chipotle sauce, tomato, and onion. As a regional side item, the Temple store will offer fried jalapeno spears with buttermilk ranch dressing.

“Smashburger has a unique spot in the industry,” says Smashburger Founder and Chief Concept Officer Tom Ryan. “We have created a union of top-quality ingredients, loving preparation, and friendly service that we hope Temple will agree is unparalleled.”

At Smashburger®, the secret is in the smash. They start with 100-percent-fresh, never frozen, Certified Angus Beef and smash it on a 400 degree flat grill to sear in the juicy flavor. To further the “better burger” experience, they are served on a toasted artisan bun and topped with a selection of the freshest produce, real cheeses, and highest-quality condiments.

Smashburger is known for its delicious burgers, but customers can also enjoy a selection of tender marinated grilled or crispy chicken sandwiches, grilled and split hot dogs, and fresh tossed signature salads, along with a variety of irresistible sides including rosemary and garlic-seasoned Smashfries, fried pickles, Haystack Onions, and Veggie Frites (flash-fried and seasoned asparagus spears, carrot sticks and green beans). The restaurant will also serve a selection of alcoholic and non-alcoholic beverages including local beers, wine, hand-spun Haagen-Dazs shakes and IBC® root-beer floats in frosted mugs.

“We are thrilled to bring our business to Central Texas, starting in Temple,” says David Prokupek, Chairman and CEO of Smashburger. “We believe the Texmash franchise group will be great partners in helping the area come to love the excellent food and service Smashburger offers.”

“Temple is an exciting place for us to bring the Smashburger brand,” says Manish Agrawal, Managing Partner of Texmash Holdings LLC. “We see Temple as a thriving city with a lot of competitive growth in the fast-casual segment. Residents here have many choices for a high-quality quick meal, but we hope to stand out. Smashburger wants to be every city’s favorite place for burgers, and we aim to earn that respect in Temple with our great food and astoundingly friendly service.”

**About Smashburger:**

Smashburger is the country’s fastest growing, fast casual “better burger” restaurant. Its hand-crafted burgers are made with fresh, never frozen, 100 percent Certified Angus Beef, that are “smashed,” seared and seasoned on the grill to juicy perfection for every individual order. Guests can create their own burger masterpiece or enjoy one of Smashburger’s innovative signature recipes, including a unique burger for every local market that highlights the distinctive flavors of that region.

Smashburger also serves tender marinated grilled or crispy chicken sandwiches, grilled and split hot dogs, freshly prepared entree salads, kids meals, hand-spun Haagen-Dazs shakes and an array of signature sides. Developed and owned by private equity firm Consumer Capital Partners (CCP), Smashburger operates and develops both corporate and multi-unit franchise territories across the country with 140 restaurants nationwide. Smashburger topped the Forbes Most Promising Company list in 2011 and was also named to the 2011 Inc. 500 list. It is the recipient of the International Council of Shopping Centers 2011 Hot Retailer Award. To learn more, 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 industry. 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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