

Smashburger Readies for Takeoff of Sixth Denver Location

2008-10-15

Innovative Better Burger Concept Opens Newest Denver Location in Stapleton, Former Site of Denver Airport

Smashburger, a fast casual 'better burger' concept recently launched and funded with \$15 million by private equity and concept development firm Consumer Capital Partners (CCP), tomorrow (Oct. 15) will open its sixth Denver location and seventh restaurant in its system. The new 1,800-square-foot Smashburger will be located in Quebec Square at 7305 E. 35th Ave, a center that is also home to large retailers such as Home Depot, Sam's Club and WalMart. The new store will employ approximately 20-25 of the most talented fast casual employees in the industry.

Stapleton, which began its transformation from a busy commercial airport into one of the largest urban redevelopment projects in the country in 2001, now has nearly 10,000 residents, six schools and more than 200 shops, restaurants and services. Hundreds of area residents and businesses are expected to attend tonight's VIP grand opening event, prior to the store's public opening on October 15. In addition, during one of several new hire training sessions, Smashburger employees practiced their skills by serving local area firefighters and police officers - a tradition Smashburger plans to implement with every new store opening.

'Though its history is short, Stapleton's growth has been phenomenal, and the strong sense of community that exists there is not only unique in such an urban setting, but also a great match for Smashburger,' said Scott Crane, President of Smashburger. 'Our goal is to become Denver's favorite burger place and with the addition of this newest location to our five other stores throughout the city, we know we are reaching an ever growing number of Denverites who want a better burger. And for those in the metro Denver area who don't currently have easy access to a Smashburger, we promise you that we are coming soon to a neighborhood near you.'

This latest Smashburger will be one of eight the Company plans to open in Colorado by the end of the year. 2008 expansion plans also include bringing a better burger to Texas and Kansas for a total of 12-15 stores open by the end of the year.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article35111.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html