

**FOR IMMEDIATE RELEASE**

**Smashburger Partners with ASU4Food and the Territorial Cup Series to help “Smash Hunger” during the Holiday Season**

Help fight hunger by adding \$1 to your order at Smashburger in Tempe and be entered into a raffle to win \$50 in smashbucks.

**(TEMPE, ARIZ.)- November 19, 2009-** Every year thousands of Arizona families are left hungry. In fact, 1 in 5 children, 1 in 7 adults and 1 in 12 seniors go to sleep hungry in Arizona. Fortunately, Arizona college students and local businesses are doing something to fight hunger in their communities. ASU4Food is a student organization running the ASU vs. UA Food Fight. The Food Fight sponsored by State Farm through the Territorial Cup Series, is a competition between the two rivaling universities to see who can raise the most donations, both monetary, and food for their local food banks.

Smashburger has decided to participate in this cause by creating a holiday promotion to benefit those suffering from hunger. When a customer comes to the Tempe Smashburger on College and University between 11/15/09 and 12/15/09 they will be asked to add \$1 to their order to help end hunger. Every guest who participates in the promotion will be entered into a raffle for \$50 in smashbucks. All proceeds will go directly to the ASU4Food organization.

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

Kurt Riske, Brand Manager for Smashburger and organizer of this promotion, says “smashburger appreciates the hard work of the college students who are raising funds to battle hunger in Arizona. We are always looking for ways to support our local community and we are pleased to support such a worthy cause.”

**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 corporate and joint venture partner stores. The company

has sold franchise agreements that will total more than 275 locations over the next five years. The corporate, 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](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.consumerccp.com](http://www.consumerccp.com).

For press inquiries, please contact Alexis Walsko ([alexis@lolaredpr.com](mailto:alexis@lolaredpr.com)) at (612) 333-1723. For more details on Smashburger, visit [www.smashburger.com](http://www.smashburger.com).

#### **About SunWest Restaurant Concepts, Inc.**

A subsidiary of Phoenix-based SunWest Restaurant Concepts, SunWest Burgers LLC principals—David Doty, Chuck Riske and Robin Yoshimura—collectively bring over 40 years of restaurant industry experience to Smashburger. Earlier this year, they signed a 30-unit development agreement with Smashburger to develop units in Maricopa County over the next seven years. They are a Founding Club franchisee member and part owner in the overall company developing the Smashburger brand. SunWest also operates 6 Jerry's Restaurants and 7 Black Bear Diners in Arizona, Nevada and Oklahoma.

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