

Texas-Based Dugg Burger Introduces New Way To Build A Burger

Posted by: [Sudie Crouch](#) Tags: [burgers](#), [fast-casual](#), [innovation](#), [new store opening](#), [restaurant](#) Posted date: March 19, 2015 | No comment



Since the first [Dugg Burger](#) opened last month in Dallas, owners Jeff Braunstein, Martin Hennessy, Jeremy Samson and Scott Spence have been introducing consumers to their approach to burgers.

By digging out the top portion of the bun, Dugg Burger is able to reverse the burger-building process. Rather than starting with the patty and then adding toppings, the Dugg Team fills the “dugg out” bun with toppings chosen by guests in a build-as-you-go fashion. At the same time, the guests’ burger patties are grilled with the cheese of their choice. By doing both steps simultaneously, the result is a fast, perfectly customized burger that holds the toppings on the patty.

In addition to four cheese options, there are a dozen toppings, such as hickory-smoked bacon, sautéed mushrooms, caramelized onions and fire-roasted jalapeños, which are all included in the price. Dugg Burger is always looking for great ideas for their revolving thirteenth topping, dubbed “Lucky 13,” a nod to the fact that whoever is lucky enough to suggest a topping that makes the cut will be rewarded with Dugg gear.

Dugg Burger also offers fries and drinks, including a selection of local craft beers. For those looking to complete their meal with a dessert, there is a bread pudding made from the “dugg out” portions of the bun. Dugg Burger prides itself on the menu’s simplicity, and believes that is the key to its success.

“By focusing on executing just a few items extremely well with a streamlined operating system, we are able to consistently deliver on our brand promise of ‘simple done exceptional, and that is resonating with our customers’” said managing partner, Jeremy Samson.

With over seventy years of collective restaurant experience at some of the biggest restaurant companies in the world, Braunstein, Hennessy, Samson and Spence are currently negotiating on other locations in the Dallas Fort Worth area and believe their concept will work well in multiple markets in any format.

Dugg Burger is located at 9540 Garland Road, #407, in the Casa Linda Plaza in Dallas, Texas.

Featured photo of a Dugg Burger from Dallas Morning News.