

## **They're Building A Better Burger At Dugg Burger**

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(photo credit: Dugg Burger)

The burger battle in Texas is fierce and full of delicious options. So when a new place hits the streets, we have to check it out to find what they are doing different to garner all the attention.

You have to do something fun and unique to stand out these days. When they opened Dugg Burger in Dallas and Plano they only had one goal.

“How to make a better burger. Really the one complaint that a lot of people have is when they bite into the burger, all their toppings go flying out the back” said Head of Operations for Dugg Burger Greg Watson.

To solve this problem they dig out part of the top of the deliciously buttered toasted bun and fill it with your choice of twelve fresh and locally sourced toppings. Then to keep things fun and interesting, they go a step further.

“We added a thirteenth topping and we call it our Lucky Thirteen. It’s a topping that changes every day or every couple days.” Watson added.

The Lucky Thirteen topping in the past has been regular fare like fried cheese, onion rings or guacamole. However, sometimes it is a much more unique blend.

“What is luckier than Lucky Charms marshmallows? We mixed Lucky Charms marshmallows with marshmallow fluff and then mixed in some habanera jelly” Watson explained.

They say the Lucky Charms marshmallow mix was a huge hit and folks still request it all the time. In fact, seventy percent of the Lucky Thirteen topping ideas come from customers.

By the way, the bread that they scoop out from the top bun is repurposed into homemade bread pudding from a fifty year old family recipe. It is truly out of this world!

JD Ryan is digging *Dugg Burger* in Plano...*Around Town!*

**Details: [www.duggburger.com](http://www.duggburger.com)**