

Local burger innovator's next joint in Plano deserves something creamy

By [Jennifer Chininis](#) 3.25.16



Dugg is known for build-your-own burgers like this one. *Dugg Burger/Facebook*

Dugg Burger, the build-your-own concept in which the bun is “dugg out,” has a new location in the works. The second Dugg will open in Plano, at Preston Road and Park Boulevard, in April.

They claim innovation because the building process is reversed; it starts with the hollowed-out bun. Then there are 12 toppings from which to choose — such as hickory-smoked bacon, caramelized onions, sautéed mushrooms, and fire-roasted jalapeños — plus a rotating lucky 13 that could be, say, a fried egg or roasted celery root and carrots.

The patty gets added last, hot off the grill. All toppings are included in the price. A Facebook post breaks it down thusly: “With almost 8,200 possible topping combinations, you can have a different Dugg every day for 22 years.”

In addition to burgers, Dugg offers fries and drinks, including wine and local craft beers. The Plano opening has prompted a new addition to the menu: milkshakes.

For dessert, Dugg takes the unused portions of the buns and turns them into bread pudding with warm caramel sauce. The recipe was developed by the mother of co-owner Martin Hennessy, who grew up in East Dallas.

The first one opened at Casa Linda Plaza in early 2015. In a release, managing partner Jeff Braunstein says they are focused on growth in Dallas-Fort Worth. “This is a great market with sophisticated burger eaters and plenty of room for additional locations.”

We are sophisticated burger eaters!