

Foodie Friday: Dugg Burger

By Rita Cook



Looking for a simple burger joint with a simple menu, but not a simple taste?

Dugg Burger in Dallas' Lakewood area has created the perfect burger concept where the juicy burger, complete with organic meat, is served *inside* a tasty bun. Even better, you get to choose your own fixings while the burger master digs out the bun and replaces it with your chosen ingredients.

Dugg Burger opened early last month and turned the world of burgers upside down. Founders Jeff Braunstein, Martin Hennessy, Scott Spence and Jeremy Samson are four burger-loving restaurant industry veterans who collectively boast over 70 years of experience.

A revolutionary burger concept indeed, Dugg Burger combines simplicity with innovation and the name appropriately comes from the unique process of digging out the top portion of the bun so as to reverse the burger-building process.

"Dallas is a burger town. People aren't even going to walk in the door if you don't have a great burger," says Braunstein. "Guests have been loving our burger because our dug out bun lets them taste more of the meat and toppings. This process also allows us to provide a high quality, customized burger - done quickly. We believe that was something missing here in Dallas."

Toppings are simple: you can choose from the "Dugg Dozen" toppings or take a chance on the day's rotating Lucky 13 topping, a surprise every day. What is not a surprise however, is the Dugg Burger philosophy, which emphasizes guest customization while keeping pace with a faster moving style of foodie.

Located in the hip area of Dallas in the Northeast corner of the Casa Linda Shopping Center, Dugg Burger is casual, but expect to be impressed.



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