Restaurant Magazine

Dugg Burger Plans For Growth

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The innovative and award-winning burger concept opens second location in Plano, TX

Dugg Burger is pleased to announce the opening of its second location coming this April 2016 at Preston & Park in Plano, TX. Owners Jeff Braunstein, Martin Hennessy, Jeremy Samson and Scott Spence are thrilled to expand their innovative burger concept in Texas.

“We are excited to open the second Dugg Burger in Plano next month,” says Jeff Braunstein, Managing Partner. “We are focusing our growth in the Dallas – Fort Worth area. This is a great market with sophisticated burger eaters and plenty of room for additional locations.”

With nearly 90 years of collective marketing, operations and development experience at some of the biggest restaurant and food companies like Taco Bell, Taco Bueno and Frito-Lay, this leadership team has plans for major growth in the future. The team wants to expand at a pace that allows them to maintain the high quality standards they have set for Dugg Burger.

“With our unique operating system and a menu that is focused on just a few items, we can consistently ensure the food delivers on our promise of ‘simple done exceptional,’” says Managing Partner, Scott Spence. “The end-result is a high quality burger, served hot and fast with 100% accuracy.”

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. The burger patty is then added hot-off-the-grill after all ingredients are selected, giving customers a perfectly customized burger. This process eliminates the wait that is customary at other burger restaurants and ensures every burger is exactly as the guest wants.

At Dugg Burger, all the toppings are included in the price. That means guests always have their pick of the “Dugg Dozen,” which includes premium toppings like Hickory-Smoked Bacon, Caramelized Onions, Sautéed Mushrooms and Fire-Roasted Jalapeños. But there is also a Lucky 13 topping that changes frequently. Dugg is always on the lookout for great topping ideas and encourages guests to submit their Lucky 13 suggestions.

In addition to burgers, Dugg Burger also offers fries and drinks, including wine and a selection of local craft beers. With the opening of the Plano location, Dugg will add milkshakes to the menu. And for those looking to complete their meal with a dessert, Dugg Burger offers bread pudding made from the dugg out portions of the bun and topped with warm caramel sauce. The recipe was developed by Hennessy’s mother more than 50 years ago in the East Dallas house where he grew up.

Dugg Burger, named “Best Burger in Dallas-Fort Worth” by Zagat and “Best Concept Burger” by Dallas Observer, is a revolutionary Dallas burger concept that combines simplicity with innovation. Founded by Jeff Braunstein, Martin Hennessy, Jeremy Samson and Scott Spence, four burger-loving restaurant industry veterans who collectively boast over 90 years of experience, Dugg Burger gets its name from their unique process of digging out the top portion of the bun so as to reverse the burger-building process. The Dugg Burger philosophy emphasizes guest customization while keeping pace with our fast-moving, food-loving society. For more information, please visit www.duggburger.com, or find them on Facebook, Twitter or Instagram.