

Restaurant vets 'digging' better-burger segment

June 19, 2015

Since the first Dugg Burger opened a few months ago in Dallas, owners Jeff Braunstein, Martin Hennessy, Jeremy Samson and Scott Spence have introduced thousands to their approach to burgers. What's different about a Dugg burger - the bun. Employees dig out the top portion of the bun, a reverse to the standard burger-building process, according to a company press release.

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 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, said Samson.

"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," he said.

In addition to four cheese options, there are 12 regular toppings, such as hickory-smoked bacon, sautéed mushrooms, caramelized onions and fire-roasted jalapeños, which are all included in the price. The brand's 13th topping is always revolving and is created by customers, Samson said. Known as the "Lucky 13" topping it's a nod to the fact that whoever is lucky enough to suggest a topping that makes the cut will be rewarded with Dugg gear, Samson said.