

# Dugg Out hoping to hit a homer in Plano

March 25, 2016

Dugg Burger is opening its second location next month, according to a company press release.

"We are excited to open the second Dugg Burger in Plano next month," said 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."

Martin Hennessy, Jeremy Samson and Scott Spence are also partners and have nearly 90 years of collective marketing, operations and development experience at a variety of food companies, including Taco Bell, Taco Bueno and Frito-Lay.

"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,'" Spence. "The end-result is a high quality burger, served hot and fast with 100-percent accuracy."

## Dig it

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 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, according to a company press release.

At Dugg Burger, all the toppings are included in the price, so guests always have their pick of the "Dugg Dozen," which includes premium toppings, including hickory-smoked bacon, caramelized onions, sautéed mushrooms and fire-roasted jalapeños. There is also a Lucky 13 topping that changes frequently, according to the release.

In addition to burgers, Dugg Burger also offers fries and drinks, including wine and a selection of local craft beers and is adding milkshakes to the menu.

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 home where he grew up, according to the release.