

News & Business

RESTAURANT

fiveonthree

JEFF BRAUNSTEIN

Partner/Owner, Dugg Burger

Dugg Burger digs out part of the top bun and fills it with toppings chosen by guests in a build-as-you-go format. The burger patty, with the guest's choice of cheese, is then added hot-off-the-grill, creating a customized, high-quality burger. Dugg Burger also serves fries, local craft beers, wine, shakes and bread pudding.

Address: 4701 West Park Blvd., #110, Plano

Website: duggburger.com

Phone: 972-964-3844

Year opened: First location opened in East Dallas in 2015; Plano restaurant is second location

Number of employees: 45

What does your business offer that is unique compared to similar businesses?

What truly makes Dugg



Burger unique is the innovative way in which we make our burgers. We dig out the top portion of the bun and fill it with any toppings that the guest asks for in a build-as-you-go fashion. Meanwhile, we grill the burger patty, so when the guest is finished filling his or her Dugg-out bun, we add the patty and bottom bun, flip it so it's right side up and serve it to the guest. By reversing the burger building process and starting with the bun, we are able to deliver a completely customized burger

extremely quickly. This is particularly appealing for those who have limited time to eat yet want a high-quality burger.

What is the most important part of your job on a daily basis?

We pride ourselves on providing an exceptional guest experience. As owners, our job is to establish that culture and continue to reinforce it every day. One way we do that is by only hiring nice people. In fact, the banner hanging in our window says, "Hiring nice people." There is no shortage of great burger restaurants in Dallas and you have to have a top-notch burger, but we believe the guest experience is as important as the food in ensuring guests will come back again.

What are your keys to success?

We built Dugg Burger on the foundation of "simple done exceptional." By focusing on executing just a few items extremely well, we are able to consistently deliver exceptional food and service at a great value. Guests really appreciate our simple pricing and that we do not charge ex-

tra for cheese or any toppings. That approach is different from other burger places and has been a big part of our success.

What surprises you most about your job?

One of the biggest surprises has been the response to our bread pudding. We use the dugg-out parts of the bun to make a bread pudding, and we top it off with warm caramel sauce.

The recipe for the bread pudding was developed more than 50 years ago by my business partner's mom in the East Dallas house where he grew up. The bread pudding has become so popular that we have some guests who come in often just for dessert and others who order multiple bread puddings to take home so they can eat them all week long.

Tell us something most people wouldn't know about your company.

Dugg Burger was named "Best Burger in DFW" by Zagat, "Best Concept Burger" by Dallas Observer and one of the top new burger joints worldwide by Burger Business.