

BurgerMonger® Partners with Public House Investments Founder; Hiring for New Location in Willow Grove

Jake Hickton, BurgerMonger® General Partner Announces Newest Location to open on June 10



WILLOW GROVE, PA, May 23, 2013 - BurgerMonger®, a fresh, fast, casual, family-friendly gourmet hamburger restaurant, is opening its first restaurant in Pennsylvania and bringing its award-winning flavor to The Willow Grove Park Mall on June 10.

Under the leadership of partner Brian Harrington, founder of Public House Investments, a restaurant management and operations company headquartered in Conshohocken, PA, BurgerMonger® will feature a classic American menu at a price affordable for today's family.

"We're very pleased to have found a great partner for BurgerMonger® in Brian Harrington and PHI - a company that we share so many of the same values. Brian creates an incredible guest and employee experience in his many different restaurants and that is, of course, our objective with the new location of BurgerMonger®," said BurgerMonger® General Partner, Jake Hickton. "Brian is a talented businessman with 15 years of comprehensive knowledge of the Philadelphia market. We are excited to partner with him to bring the BurgerMonger® experience to our guests in Willow Grove."

Harrington explained what drew him to BurgerMonger®.

"Jake and I decided to partner up because of my attraction to BurgerMonger® brand and how special I think it is," said Harrington. "The BurgerMonger® management team is incredibly knowledgeable and passionate. BurgerMonger® is able to be competitive in the market and in the entire Philadelphia marketplace, there is not a single restaurant in the fast casual segment that offers the quality of ingredients at the price point BurgerMonger® can. It is by far the highest quality product at a tremendous value."

Headquartered in St. Petersburg, FL, with locations in Carrollwood, Wesley Chapel and soon to be Brandon, Florida, BurgerMonger® has garnered praise from *Tampa Bay Times*, whose readers voted BurgerMonger® the "#1 Burger in Tampa Bay" in its annual survey, beating out seasoned competitors like Burger21, Five Guys and Red Robin.

With the emphasis on the finest quality ingredients, the restaurant's 6 ounce Monger starts at \$6.99 including choice of cheese and an impressive variety of toppings and condiments. The premium ground beef that goes into the burgers and hot dogs has a story all its own.

BurgerMonger® is unique in the fact that it serves 100 percent Japanese HeartBrand Akaushi Kobe beef. For over a century this beef has only been available in Japan. In 1994, one breeding herd was exported from Japan and launched the HeartBrand Beef line in the states.

A BurgerMonger® partner, HeartBrand is the sole provider of beef for all BurgerMonger® burgers and hot dogs.

"We rise above the competition to feature the best, most flavorful ingredients," said Hickton. "No other restaurant touting Kobe beef comes close to this 100% pure Japanese beef. Our beef is 2 to 3 grades above USDA Prime and is arguably the healthiest ground beef on the planet."

BurgerMonger® also serves antibiotic and hormone-free natural Coleman chicken, Idaho Imperial Premium Grade Burbank potatoes cooked into natural beef tallow, not oil, a veggie burger, and hand-dipped Häagen-Dazs® shakes and malts.

“We only make food that we would love to eat ourselves,” said Hickton.

Guests will have over 38 unique standard and premium toppings to completely customize their Monger meal.

BurgerMonger® is currently hiring for cooks, dishwashers, cashiers, and servers and will be holding a job fair on May 28 through June 1 from 10 a.m. to 2 p.m. and 4 p.m. to 7 p.m. at the Willow Grove restaurant.

Applications will be given upon registration and job seekers are encouraged to bring a resume to the event.

“We are looking for hardworking, enthusiastic, friendly people who love to serve,” explained Hickton. “Of course, BurgerMonger® is about the extraordinary food, but it is also about making that personal connection with our guests.”

BurgerMonger® will be open Sunday - Thursday from 11 a.m. to 10 p.m. and extended hours to 11 p.m. on Friday – Saturday.

The message Hickton and Harrington want BurgerMonger® guests to walk away with is simple.

“We want them to feel they were treated wonderfully by the staff and management,” said Harrington. “We hope they will tell every single person they meet how great an experience they had at BurgerMonger®.”

For more information, visit BurgerMonger.com or call 727.457.1542.

ABOUT BurgerMonger®

Founded in 2010, with three locations in Tampa Bay, Florida and one in Willow Grove, PA, BurgerMonger® is an emerging leader of the fast, fresh casual “better burger” segment. In 2012, BurgerMonger® was recognized by TampaBay Times customers as the “#1 Burger in TampaBay.” The family-friendly menu features gourmet hamburgers and hot dogs using 100 percent pure Japanese Akaushi Kobe beef, hand-cut French fries made from premium Idaho potatoes, and handcrafted Häagen-Dazs® ice cream shakes and malts. BurgerMonger® guarantees to provide the finest ingredients and superior craftsmanship to result in extraordinary food for their guests. For more information, visit BurgerMonger.com.

MEDIA INQUIRIES

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