

FOR IMMEDIATE RELEASE

SMILING MOOSE STACKS ON A NEW CONCEPT, BURGERSEAR

Williston, ND, November 2, 2020 – Smiling Moose is known as THE sandwich shop in Williston, and now it looks to be also known for burgers and fries.

Smiling Moose will be stacking on its newest concept, BurgerSear, into its Williston location on **Thursday, November 5th**.

BurgerSear features hand-smashed burgers, that are then seared, stacked and ready to savor through our Signature Double Stacked Burgers or allows guests to create their own signature burger. The menu is packed with fresh, premium ingredients and signature spreads that will make guests SAVOR every bite. Each burger is seasoned with our signature blend of spices, hand-smashed and seared to crisp perfection, with the ability to stack it up from a single 1/4lb. to an OMG four-patty 1LB burger. Along with signature burgers, the menu includes savory sides like our sear-seasoned waffle fries, tasty mac 'n cheese, fresh garden salad or fresh baked cookies along with crispy wings or cheese curds as a great appetizer. For guests looking for vegetarian and gluten friendly options, BurgerSear has partnered up with Beyond Meats, to offer a 100% plant-based protein option and Udi's Bakery for a gluten-friendly bun.

Smiling Moose decided that BurgerSear was a great compliment to the Smiling Moose Brand for a few reasons.

- The ability to offer a new line of product without remodeling the store
- Easy for team members to execute along with Smiling Moose.
- Giving the guests in Williston a reason to come back again and again for the food they love.
- Leverage third-party delivery relationships through Doordash

"We believe that BurgerSear is a chance for us to recreate America's love for burgers into a modern, delicious new burger experience; just as we did with sandwiches with our Signature Mo!'s" according to John Brown, SVP of Business and Research and Development for Epiq Brands, which is the parent company for Smiling Moose and BurgerSear.

"In Burger Sear we have found a new restaurant concept that has a menu that fills a food void with the perfect mix of classic and unique offerings...all packed with mouth-watering flavor that we can't wait to share with the community." ~ Nathan Everson, Co-owner of Burger Sear and Smiling Moose Deli

Brown added "Nate and Liza, along with their manager Becki, are the best franchisees to launch our newest brand. Their passion and enthusiasm for our food and the Williston community will allow for both BurgerSear and Smiling Moose to be the premier restaurant in Williston. We can't wait to take our first bite!"

BurgerSear has launched three locations in Denver, Gillette, and now Williston with plans to open three more by the end of 2020.

Smiling Moose just won awards for EzCater Best of 2020 and Best Catering Sandwich throughout its nine locations in Colorado, North Dakota and Wyoming.

For Burger Sear catering call – 877-669-6168
To order take out call – 701-572-3354
www.burgersear.com

