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NOVEMBER 28, 2008

## IT'S NOT JUST TOFU AND GRANOLA, NOW THERE'S SOMETHING MEATIER

### *TerraBurger Opens to Offer Austin Its First All-Natural and Organic Fast Food Restaurant*

AUSTIN, TX (November, 2008) - In Austin, where modern day hippies walk the streets, plastic grocery bags are taboo and Whole Foods is the Sunday temple, another place of worship, a deity of organic proportions, has arrived to redefine fast food. TerraBurger, Austin's first all-natural and organic burger spot, has arrived on the bustling campus strip at 2522 Guadalupe to prove that fast food doesn't have to be junk food.

When creating the menu at TerraBurger, creators Don Craven Jr. and George Walas were not trying to dress up fast food. Instead, at TerraBurger diners will find the favorite old reliables with burgers, fries, shakes and sodas, just prepared on a more conscious level, with better ingredients. "TerraBurger is fast-food for the 21<sup>st</sup> century. Everything we serve is all-natural, free of artificial additives, and is organic where it counts," says Craven. "We want to give people a healthier, more wholesome alternative to quick-service food that has mouth-watering taste and is satisfying," Walas adds.

All beef burgers are made with a full 1/3 lb of 100% USDA certified organic beef and can be substituted with antibiotic and hormone-free chicken or an organic veggie or turkey burger. Try the *Hickory Mountain Burger*: beef burger, hickory sauce, onions and cheddar cheese, \$6.65; *1000 Island Burger*, beef burger, organic lettuce and tomato, onions and Thousand Island dressing, \$6.35; or sample them all with the Sliders, mini versions of the TerraBurger, Island Burger and Hickory Burger, \$5.95. Of course no burger is complete without its counterpart, the almighty French fry, so TerraBurger offers three varieties of French fries: traditional, skinless all-natural skinny fries, hand-cut fries made with fresh organic potatoes, or sweet potato fries. Salads, \$6.95, are robust entrees and yes, they're organic. The attention to organic doesn't stop there. Patrons can wash it all down with an all-natural cane sugar Blue Sky Soda served from the fountain. Shakes and desserts are made with organic ice cream with add-

on toppings available, and tart frozen yogurt is served with fresh organic fruit.

To give a healthy kick-start to the day, TerraBurger also offers breakfast and locally roasted fair trade coffee, lattes and cappucinos. Breakfast items such as the *Breakfast Muffin Sandwich*, egg, cheese and ham on an English muffin, \$3.45, or the *Breakfast Taco*, \$1.75, are made with organic cheese, all natural meats and free-range eggs.

TerraBurger's innovative design makes organic eating easy and accessible. The restaurant offers three different order options: a walk-up window, inside dining room and drive-up parking stalls in the rear. Diners on the run can park in back in stalls equipped with menu boards, call the specified number from their cell phone, place their order and have it delivered within minutes to their car—a juicy organic burger without getting out of your car.

In addition to conscious eating, Craven and Walas have also incorporated eco-conscious building and packaging initiatives, and have made it a priority to make TerraBurger's carbon footprint as small as possible. Constructed with "green building" practices, TerraBurger is eco-friendly throughout--the interior includes features such as recycled countertops, reclaimed wood, eco-efficient store lighting and degradable packaging for all the food. The restaurant also donates all its used cooking oil to a local organization that recycles it into useable bio-fuel. In a unique step towards mitigating unnecessary mining, and to save their customer a few cents, TerraBurger has eliminated the use of pennies in it's store by rounding all sales down to the nearest nickel, in the customers favor, then matching the savings at the end of the year, donating the sum to world hunger charities.

"Our mission is pretty simple—and that is to change the perception of fast food by serving good tasting, wholesome food in the most eco-friendly way possible " says Craven.

TerraBurger is located at 2522 Guadalupe, Austin, TX 78705. TerraBurger opens in December and will be open Monday through Saturday, 7:00 am to 11:00 pm and Sunday 8:00 am to 10:00 pm. For more information about TerraBurger visit [www.terraborgeraustin.com](http://www.terraborgeraustin.com) or call 512-436-8570.

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**MEDIA CONTACT:**

**BREAD & BUTTER PUBLIC RELATIONS**

Ali Slutsky  
815.210.7454  
ali@breadandbutterpr.com

Meredith Vachon  
512.363.6485  
meredith@breadandbutterpr.com