

For Immediate Release:



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Freakin' Unbelievable Burgers Opens 2nd Location, Prepares for Continued 2014 Growth

New metro-Detroit location kicks-off 2014 growth

(Farmington Hills, MI) In just its second year in operation, *Freakin' Unbelievable Burgers* has opened a second company-owned unit in Farmington Hills, Michigan. The restaurant is located at **29206 Orchard Lake Road**. Over one million dollars was invested in the metro-Detroit location, which features cutting-edge technology and new customization options for guests.

Digital LCD menu boards were introduced with the new location, allowing for frequent menu innovation, competitive pricing and seasonal burger promotion. New design elements include a four-foot crystal chandelier among a modern and monochromatic architectural design. Corrugated metal, intricate tile work and Xenon pendant lighting have intensified the upscale feel.

Aside from a growing list of 40+ premium burger toppings, *Freakin' Unbelievable Burgers* has also introduced gluten-free buns; fresh-never-frozen black bean burgers featuring fresh cilantro, black beans and roasted corn salsa; and a grilled salmon burger. The selection of regional craft beers both on tap and by the bottle has also been expanded. Drive-thru service will continue with the new location along with the addition of online ordering.

Company-owned expansion in the metro-Detroit area is expected in 2014 along with growth from the kick-off of a franchise program.

Freakin' Unbelievable Burgers has garnered national attention since its inception in May of 2012 including a #12 ranking on *Fast Casual's* 2013 list of the "Top 100 Movers & Shakers" nationwide. *Freakin'* was also recently named one of the "14 Burger Concepts to Watch in 2014" by *BurgerBusiness.com*.

Freakin' Unbelievable Burgers opened its first location in May of 2012 in Flint, Michigan. Michigan based restaurant group Spartan Pastabilities owns the fast-casual gourmet burger concept.

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