



THE HABIT BURGER GRILL OPENS SECOND UTAH LOCATION IN 2013

Known for its Charburgers, The Habit Burger Grill will open in Farmington on April 11th, 2013

Salt Lake City, Utah – The Habit Burger Grill is opening its second Utah location on April 11th at Station Park, in Farmington. This new location is in one of Utah’s largest open-air shopping centers with office spaces and two hotels coming soon.

The Habit’s Farmington address is 260 North Union Avenue, located on the west side of I-15 opposite Lagoon Amusement Park. The Habit will be open Mondays through Saturdays from 10:30am until 10pm and Sundays from 11am until 9 pm.

“We are very excited about this location at Station Park because it is a great regional center located in Farmington between Bountiful and Layton,” said Tom Hartman, Utah Market Partner for The Habit. *“Family-oriented activities are a top priority for the center and this new location also features the best patio in the company and is one of only two locations serving homemade fry sauce,”* he added.

CHARITY EVENTS

Tuesday, April 9th - 11:30am-1:30 pm 100% of proceeds will go to the Farmington Community Center.

Tuesday, April 9th - 5pm -7pm 100% of proceeds will go to Davis High School.

Wednesday, April 10th - 11:30am-1:30pm: 100% of proceeds will go to the Bountiful Food Pantry.

The Habit’s commitment to fresh, quality ingredients along with reasonable prices, burgers starting at just \$2.95, has made the fast-casual restaurant hugely successful with families in the Western United States of California and Arizona where there are currently 69 Habit Burger Grill locations. Two more Utah locations are slated for 2013. The Habit is a sister-company to Café Rio, as both are owned by KarpReilly LLC, a private equity firm out of Greenwich, CT.

Patrons can follow The Habit on Facebook at www.facebook.com/habitburger, on Twitter at @Habitburger and o YouTube at www.youtube.com/habittube More information is available at www.habitburger.com.

More about The Habit Burger Grill

Over 40 years ago, The Habit opened in Santa Barbara, California. Soon after, 16-year old Brent Reichard got his first job flipping burgers there and a few years later he and his brother Bruce made the life-changing decision to buy it. Through hard work and dedication The Habit has grown a lot since then, but remains focused on one simple philosophy – always deliver high quality food and great service at reasonable prices.

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