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MEDIA GUIDE

Larkburger's media guide is now available online. Please visit www.larkburger.com to access the online Media Guide.

Media interested in acquiring additional information on the event should contact Natalie Fandrey, PR Manager Natalie@gohighline.com

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FACTS:

Edwards-based Larkburger:

- Located at 105 Edwards Village Blvd; Edwards, CO 81632
- Opened December 2006
- (970) 926-9336
- Website: www.larkburger.com

Boulder-based Larkburger:

- Located at 2525 Arapahoe Road; Boulder, CO 80302
- Opening March 2009
- (303) 444-1487
- Website: www.larkburger.com



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KEEPING IT NATURAL:

- Larkburger features 100% natural ingredients with no preservatives or additives. All sauces and dressings are made in-house.
- French fries are all hand-cut and cooked in Pure Canola Oil, 100% Free of Trans Fats.
- We recycle our canola oil as Automotive Fuel.
- Larkburger™ is proud to serve Black Angus Beef; chosen for its superior marbling, depth of flavor and consistency.
- Larkburger™ utilizes Energy Efficient Commercial Equipment.
- All cups and salad containers are made with a 100% Biodegradable corn-based product. The Spudware utensils are made from potato or corn starch.
- Our Eco-Friendly Packaging is made with unbleached paper pulp.
- The interior wooden paneling of each restaurant is Monterey Cypress from Live Edge in Oakland California. This Reclaimed Timber is salvaged from Urban Forests in the Bay Area, a portion of sales are being used to replenish the source and plant new trees.



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STORY IDEAS:

- Larkburger's Beginning... spawned by gourmet burger featured at Vail's Larkspur Restaurant. Thomas Salamunovich, renowned Chef and Owner of Larkspur Restaurant, and business partner Adam Baker, cultivated the vision of the quick-food eatery highlighting this ever-popular, all-natural burger.
- Love at First Bite... it's all in the burger. From your first bite, this burger is like none other. Try it and you'll forever be a Larkburger fanatic.
- All-Natural Everything... from beef to cooking ingredients to cups and packaging to the restaurant's wooden paneling, everything is 100% all-natural. Adam Baker, President and Operating Partner, even uses recycled canola oil as car fuel.



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PRESS RELEASES:

For Immediate Release
March 13, 2009

LARKBURGER DELIVERS QUICK-GOURMET BURGERS AT NEW BOULDER EATERY

- Simple, Yet Delectable, Larkburger Restaurant Opens March 20, 2009 on 2525 Arapahoe Avenue at 28th Street

Edwards, Colo. –March 13, 2009– Larkburger™, the Vail Valley based quick-gourmet burger establishment, is set to open its Boulder location in March 20, 2009 on 2525 Arapahoe Avenue at 28th, maintaining its steadfast commitment to quality, health and the environment.

Larkburger's immediate success in Edwards, following a December 2006 opening, is attributed to its meticulous focus on the perfection of its burger, spawned by Thomas Salamunovich, renowned Chef and Owner of Larkspur Restaurant, a fine dining institution located in Vail. The original "Larkburger," an item on Larkspur's gourmet menu, quickly attained a cult following and won numerous "Best Burger" awards. Born from its popularity, Salamunovich and business partner Adam Baker, began to cultivate the vision of the quick-food eatery.

"Larkburger is my vision for the perfect burger experience," said Salamunovich. "Every single element of the menu has been carefully selected for both flavor and presentation – then meticulously prepared in a kitchen that operates with as much care and attention to detail as a fine dining restaurant."

Larkburger's short-menu includes its 100% Cattlemen's Selection Black Angus ground beef, turkey, tuna and portabella mushroom burgers, Breyers chocolate and vanilla shakes, and the ever-popular truffle and parmesan hand-cut fries. While fast food is not a new concept, quick-gourmet dining, certainly is. Although time is of essence for many customers, quality will not be compromised.

“Each Black Angus burger is grilled to perfection with a juicy, medium center, and then artistically composed with sharp Tillamook cheddar, leaf lettuce, vine-ripened tomatoes and a homemade Larkburger Dijon sauce or truffle aioli on a perfectly toasted, crusty bun or wrapped in lettuce,” explained Salamunovich.

A healthy, gourmet meal doesn’t have to break the budget, though. Competitively priced, a meal at Larkburger, including a burger, a side of fries, soybeans or a salad, and a drink costs just \$10.

Keeping it Natural

Larkburger is dedicated to *Keeping it Natural*, minimizing its environmental impact while maximizing gastronomic pleasure. Driven by an eco-friendly philosophy and health-consciousness, Larkburger’s restaurant, menu and daily operations are designed around an all-natural experience. Larkburger uses all-natural ingredients, including antibiotic-free, hormone-free, vegetarian fed Black Angus Natural beef burgers, heartland soybeans and all-natural Breyers ice cream. Larkburger utilizes bio-compostable corn PLA cups and containers, spudware biodegradable utensils and unbleached paper pulp packaging. It also recycles its canola oil into bio-diesel fuel and was designed with efficiency-rated commercial appliances as well as reclaimed Monterey Cypress timber to minimize its environmental footprint. As the restaurant grows, Larkburger is committed to improving its eco-friendly practices by continuing its stewardship of all-natural ingredients, building responsibly, using sustainable, recyclable and renewable materials and decreasing waste.

“Larkburger is committed to serving a superior burger, made fresh, fast and affordable, with all natural ingredients,” stated Adam Baker, President of Larkburger. “By focusing our efforts, we are able to offer a small menu of superb choices. We’re doing one thing, and doing it right.”

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ASK AN EXPERT:



Adam Baker, President & Operating Partner

Adam Baker is Larkburger's president and operating partner. After seven years as managing director at Chef Thomas Salamunovich's award-winning new American cuisine destination, Larkspur, Baker was tapped in October 2006 to launch Larkburger, lead operations and expansion. Baker is also responsible for refining the concept's value proposition, operational systems and raising equity.

Baker began his career in restaurant management at the Sonnenalp, a world-class resort in Vail Valley, ascending from restaurant manager for three properties to assistant director of food and beverage. In 1999, Baker joined Salamunovich at his new restaurant, Larkspur, as dining director and was quickly promoted to managing director in 2000. Over the next several years, Baker and Salamunovich joined together as consultants to develop and launch Red Sky Ranch food and beverage services. Baker earned his BA in Economics from the University of Massachusetts at Amherst and his M.B.A. from the University of Denver.



Thomas Salamunovich, Partner & Chef

Salamunovich has been cooking for 20 years and is well known for his haute cuisine contribution to the Vail Valley where he led the kitchen at Sweet Basil, launched Zino, and in 1999, created and launched Larkspur, a new American fine dining restaurant at the base of Vail Mountain.

Overwhelmed by the response to the “Larkburger” on the Larkspur menu, Salamunovich recognized that his perfectly prepared all-natural gourmet burgers would be appreciated beyond the Vail Valley – so in 2006, Larkburger was born. A quick-casual restaurant seemed just the right format to serve Salamunovich’s version of the all-American favorite, but with the hallmarks of a fine dining chef committed to natural, impeccably chosen ingredients and a love of truffles.

Salamunovich continues to work throughout the Vail Valley, creating new and different dining experiences. He and his dedicated team recently collaborated with East West Partners to create Restaurant Avondale and Avondale Market at the new Westin Riverfront Resort and Spa in Avon, Colorado which opened in September 2008. Restaurant Avondale features a West Coast inspired, seasonal menu and utilizes time honored cooking methods, such as slow roasting and braising, to create simple dishes rich in flavor. Avondale Market, a contemporary café and marketplace features a casual dining destination that demonstrates Salamunovich’s slow food influence and echoes his commitment to fresh, natural and local ingredients. Salamunovich is also the lead consulting chef for Centre V, a fine dining French bistro that opened at the Arrabelle Hotel, a Rock Resorts property, in Vail in December 2007.

After graduating from and instructing at the California Culinary Academy, Salamunovich continued his education in San Francisco during the West Coast’s food revolution. Under the seven-year tutelage of first Jeremiah Towers at Stars and later Wolfgang Puck at Postrio Restaurant, Salamunovich developed his penchant for New American cuisine. On a year-long French tour he worked and learned in the kitchens of three-star restaurants Paul Bocuse in Lyon and Lucas Carton in Paris, two-star restaurant Elysee Lenôtre in Paris, and world-famous bakery Poilane Boulangerie.



Nancy Sweeney, Partner & Creative Director

Nancy Sweeney is creative director for Larkburger, providing design and brand vision for the restaurant. Influenced by her work in the contemporary art field, she designed Larkburger’s dining space as a three-dimensional frame for husband Chef Thomas Salamunovich’s all-natural, truffle-inspired gourmet burgers. Sweeney worked closely with the architect Karl Krueger and graphic designer Nelson Kunkel to fully develop the restaurant’s minimalist, modern interior, brand presentation and packaging. She continues to work as brand steward, overseeing all marketing and design development.

Throughout her 20-year career as an art advisor and design professional in contemporary and modern art throughout the United States, France and Switzerland, Sweeney has been involved with international gallery management, Fortune 500 corporate art programs, prestigious Vail Valley public art projects, private collection acquisition and hospitality art and design for five-star properties including Rosewood Hotel & Resorts and the Four Seasons.

Sweeney also has directed the design, brand development and marketing strategy for three fine dining restaurants in the Vail Valley, including Larkspur, Centre V, a fine dining, traditional French bistro in the Arrabelle Hotel, a Rock Resorts Property in Vail, as well as Watermarket and Watermark in The Westin Riverfront Resort & Spa in Avon. Watermarket is a contemporary café and marketplace, which opened December 2008, and Watermark is an adjoining casual dining destination serving local, natural and fresh ingredients inspired by the slow food revolution and contemporary California cuisine, which opens in June 2009. Sweeney earned her BA in Humanities from the University of Colorado at Boulder.



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IN THE NEWS:

"Order a burger that's good for the planet. At last, a burger joint that will make you feel virtuous." – Sunset Magazine, November 2007

"Larkburger™ has THE best cheeseburger (topped with truffle aioli) I've ever eaten." – The Gazette, February 2009

"Larkburger™, art on a bun. There's your typical fast-food burger, and then there's your fast-food burger with truffle aioli, organic tomatoes and Tillamook cheddar, cooked to order and tucked into an environmentally friendly, biodegradable wrapper." – The Denver Post, October 2008

"Redefines fast food for hungry commuters and locals looking for a quick but wholesome meal." – 5280, August 2008

"And this fall, Boulder will get another worthy addition: Larkburger™..." – Westword, June 2008

"After a long day on the slopes, what's a ski-bum to do? The answer is Larkburger™." – Bon Appétit, December 2007

"There isn't much good, affordable food in and around the posh ski town of Vail, Colorado. That makes this small spot pretty remarkable." – Food and Wine, August 2007

"A new breed of Burgers." – Hemispheres Magazine, June 2007

* All articles can be viewed in full by visiting Larkburger's website:
<http://www.larkburger.com/news.htm>



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Menu:

BURGERS

LARKBURGER™ 5.75
1/3 lb. black angus

LITTLE LARK 3.25
half size larkburger™

TRUFFLE BURGER 6.75
larkburger™ with truffle aioli

TURKEY BURGER 6.25
1/3 lb. all-natural turkey

LITTLE TURKEY 3.25
half size turkey burger

TUNA BURGER 7.25
wasabi-ginger sauce and cilantro

AMY BURGER 6.25
vegetarian roasted portabella mushroom wth griddled onions

GRILLED CHEESE 4.50
Tillamook® cheddar

KID'S MEAL 5.75
choice of little lark, little turkey, or grilled cheese (house-made sauce, no
veggies), with fries and choice of fountain drink, milk, or organic juice

+ADD Tillamook® cheddar .50

*All burgers are made with tomatoes, leaf lettuce, sliced onions and our house-
made sauce. Any burger may be wrapped in lettuce instead of a bun.

We recommend our burgers cooked medium- pink throughout.

Rare: red center (120° internal temp.)

Medium: pink throughout (140° internal temp.)

Medium Well: a little pink (150° internal temp.)

Well: gray center (160° internal temp.)

The USDA recommended internal temperature for ground beef is 160°.

salads sides & drinks

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SALADS & SIDES

FIELD GREEN SALAD 3.75/5.75

organic field greens, tomatoes, soybeans, red onions, cucumbers, and carrots, choice of house-made tamari-ginger, ranch, or truffle ranch dressing

FRENCH FRIES 1.95

hand cut russet potatoes

TRUFFLE & PARMESAN FRIES 2.95

hand cut fries tossed with grated parmesan, Italian parsley and truffle oil

SOY BEANS 2.50

in the pod, tossed with sea salt

THE FIVE DOLLAR SHAKE

vanilla, chocolate or strawberry made with breyers® all-natural ice cream

24oz 5.00

16oz 3.75

12oz 3.00

SQUEEZED LEMONADE 2.50/3.25

FOUNTAIN DRINKS 1.75/1.95

BOTTLED DRINKS 2.00/2.50

BEER 2.75/3.50

We use kosher and sea salts.

Our fries are made with Idaho Russet potatoes and cooked in pure canola oil, 100% free of trans fats.

No nut products are utilized at Larkburger™. Ask about our gluten-free menu options.



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PHOTO GALLERY:

The Restaurant & The Food





