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FOR IMMEDIATE RELEASE

Burger Patch, Sacramento's first 100% plant-based burger, fries and shake concept announced the official May 4<sup>th</sup> grand opening of their new brick and mortar location at the [new mixed used project](#) at 2301 K street in Sacramento, California. Burger Patch has become a fan favorite, drawing [rave reviews](#) in Sacramento over the last two years after [popping up to thousands](#) of hungry customers and four-hour lines for several single-day charitable events in the spring of 2017. More recently since last October, they collaborated with the renowned chefs at [Golden 1 Center](#) to produce a specialized menu featured on the plaza level for games and concerts at the arena.

The new location marks the first to open seven days a week. Hours will be 11am-10pm Sunday through Thursday and 11am-1am Friday and Saturday, beginning with their opening events this weekend. The 100% plant-based [menu](#) at 23<sup>rd</sup> and K will be reminiscent of the simple format from the 2017 pop-ups with less than 10 primary items including [small batch beverages](#), handcrafted shakes and decadent treats, highlighted by three juicy burgers with homemade sauces featuring the [Beyond Burger](#) on custom made, artisan [Truckee Sourdough](#) buns. New to this menu is a unique homemade Salted Chocolate Chip Cookie, grilled, not baked and [Pushkin's gluten free buns](#). Local Sacramento chefs Scott Ostrander and Paul DiPierro of [Origami](#) have aided in the menu development since its inception in 2017.

Burger Patch was created by husband and wife duo of nearly 17 years, Phil and Danae Horn. Phil, an [executive with the Sacramento Kings](#) since 2010 and Danae, a PhD candidate at UC Davis and author of [Chronic Resilience](#), were driven to the idea through their shared love for nostalgic food, animals, wellness and the environment. After adopting a plant-based diet over seven years ago to also aide in preparation for Danae's eminent kidney transplant after battling life-long chronic kidney disease, the Horns began experimenting with ways to replicate their favorite meals from their pre-plant-based days. Four years after [Phil donated his kidney](#) to Danae in 2013, the idea for the concept began to gain steam.

The perfect burger had remained out of reach until a rapid development in plant-based proteins in 2017, led by [Beyond Meat](#). Having jumped at the chance to be the first ever to serve the Beyond Burger in Sacramento, Burger Patch's connection to the buzzworthy Beyond Meat, [launching an IPO today](#) with an estimated market-cap valuation well over \$1 billion dollars, has deep roots. Further evidence the move towards plant-based diets in the US are on the rise, particularly those leaning towards modern ingredients and nostalgic taste.

While the food takes center stage, the company's mission to deliver kindness also rings true throughout the concept. From the small footprint of the 750 square foot space, to [consciously sourced packaging](#) with preferences towards 100% post-consumer, compostable and biodegradable materials, the company hopes that its customers can indulge in their convenient consciousness without the guilt.

Burger Patch's opening will coincides with the [Cantina Alley Street Pachanga](#) block party outside their doors on K street between 23<sup>rd</sup> and 24<sup>th</sup>. Following, they will turn their attention to another party, the [Bottle Rock festival](#) in Napa, headlined by Imagine Dragons, Mumford and Sons and Neil Young, where they will be among the food vendors at the popular music festival which draws over 120,000 attendees from Friday to Sunday during Memorial Day weekend.

Burger Patch has hired over a dozen industry veterans to launch the new location and will continue to add several more positions. Those interested in inquiring about employment, with all jobs paying above minimum wage, are encouraged to [visit the website](#) to apply soon.

To learn more about Burger Patch, please visit their website at [www.theburgerpatch.com](#) and on social media platforms at [@theburgerpatch](#). For additional questions and media availability, please inquire to [social@theburgerpatch.com](#).