



For Immediate Release

MOOYAH to Open Today in Storrs Center

Owners of Moe's Southwest Grill Open MOOYAH Burgers, Fries, & Shakes at 1 Dog Lane

December 20, 2012 – Matt Rusconi and partner David Vorchheimer – the same duo that brought Moe's Southwest Grill to Mansfield's new downtown just a few weeks ago – are opening another restaurant around the corner in Storrs Center. MOOYAH Burgers, Fries, & Shakes is scheduled to open today in Suite 108 of 1 Dog Lane, next door to Insomnia Cookies. Like Moe's, MOOYAH is another "fashionable and fun star in the fast, casual food industry. They thrive in college towns and offer quality food, a fun environment, and good value," said Mr. Rusconi.

Rusconi and Vorchheimer have had their eyes on Storrs for some time. When Storrs Center became an option, they felt it was the perfect venue for their growing restaurant business, which includes opening 15 MOOYAH locations throughout Connecticut over the next seven years. The location fit their business model with the University of Connecticut right across the street on Storrs Road.

MOOYAH is a fast-casual, "better burger" concept serving fresh-cut fries, hot dogs, vegetarian options and rich, thick shakes. Founded in 2007 in Dallas, it uses only fresh, American lean beef, buns baked in house, real cheeses and toppings made from garden-fresh ingredients. MOOYAH ranked in the top ten of *FastCasual.com's* annual Top 100 Movers & Shakers list for several years in a row, and *BurgerBusiness* included MOOYAH in its list of "11 Burger Chains to Watch in 2011."

"We chose MOOYAH because quality of product and a customizable experience is the essence of the concept and company mission," said Rusconi. "Guests will love the MOOYAH burger experience, where they choose from a freshly-baked white or whole wheat bun or a hand-leafed lettuce wrapper to opting for never-frozen American beef, Jennie-O turkey, or the delectable veggie burger. They even get their choice of unlimited veggies and nine sauces. There are literally a million ways to customize a burger!"

MOOYAH French fries come together in a six-step process that takes 24 hours, constant attention and a little magic to transform fresh spuds into the perfect combination of crisp on the outside and fluffy on the inside. In addition to customizable burgers and fries, MOOYAH offers handmade shakes, where guests can choose from classic flavors like vanilla and chocolate, or opt for some of the restaurant's new toppings that include cookie dough, mint, peanut butter cups and more.

“The menu is simple and fulfills a desire for the great American staple – hamburgers and fries,” said Mr. Rusconi. “We’ve found that the restaurants in our other locations have developed a following. Storrs Center represents a college oriented downtown. We see this as a great fit for our Mooyah and Moe’s Southwest Grill restaurants.”

“We welcome Mooyah as the latest restaurant to open in Storrs Center,” said Howard Kaufman, Managing Member of LeylandAlliance LLC, the parent company of developer Storrs Center Alliance. “And, we appreciate the commitment that Matt Rusconi and David Vorchheimer are making to the neighborhood by opening two restaurants. All indications are that they will be most successful in Storrs Center.”

For more information about MOOYAH Burgers, Fries, & Shakes, visit www.mooyah.com. Follow MOOYAH on Twitter @MooyahBurger and connect with MOOYAH on Facebook at the MOOYAH Burgers & Fries Fan page.

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Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center knits thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks reinforce traditional street front activity and is supported by residences above and shared community spaces. Storrs Center combines retail, restaurant, and office uses with residential apartments.

www.storrscenter.com