

SuwaneePatch

July 31, 2013

Burger 21 Opens First Georgia Restaurant in Buford



Burger 21®, a new [better burger franchise](#) founded by the owners of The Melting Pot® Restaurants, Inc., announced it has expanded the brand to Georgia with the opening of its first Metro Atlanta restaurant in the Mall of Georgia area. Currently, Burger 21 has eight restaurants open and 17 franchised locations in development along the East Coast.

Located at 3385 Woodward Crossing Blvd., Suite 350, in Buford, the new restaurant is owned and operated by husband-and-wife team Corley and Meg Steward, who plan to open a second location in the North Alpharetta area in 2014. Burger 21 envisions the Atlanta market as potentially supporting approximately 15 to 20 locations developed through [franchise opportunities](#).

“We’re excited to expand Burger 21 to the Metro Atlanta area and introduce the North Gwinnett community to our

diverse menu of crafted burgers and hand-dipped shakes,” said Mark Johnston, Burger 21 president and chief concept officer of Front Burner Brands, management company for Burger 21. “We see Atlanta as a key market for expansion and are targeting communities around the region such as the Cumberland Mall area in Cobb County and the Perimeter Mall area in DeKalb County for expansion opportunities over the next few years.”

Highlights of Burger 21 in Buford include:

- 50 new team members hired in Buford
- 2,990 square feet inside plus a patio
- Seating for 120 customers
- Hours of operation are: 11 a.m. – 10 p.m. daily

In addition to offering guests a variety of burgers like the Tex-Mex Haystack, Spicy Thai Shrimp, Black Bean and Chicken Marsala, the Buford location will have craft beer and wine by the glass, as well as a beautiful and inviting patio for guests.



July 16, 2013

Burger restaurant scheduled to open July 29

Burger aficionados take note, a new restaurant is scheduled to open later this month.

Burger 21, a restaurant that offers 21 varieties of burgers and rotates them on the 21st of every month, is scheduled to open in Buford on July 29, said Dan Stone, vice president of franchise development for Front Burner Brands. The restaurant will be located at 3385 Woodward Crossing Blvd. in Buford.

The location near the Mall of Georgia will be the franchise's first in Georgia, and Stone said 50 employees will be hired. Stone said that area has "excellent demographics and retail synergy."

There are 10 beef and 10 non-beef burgers on the menu, including chicken, turkey, veggie and seafood. The "fast-casual" setting also includes hot dogs, salads, shakes and hand-breaded chicken tenders, along with a signature sauce bar. It also offers a gluten-free menu, a kids menu and beer and wine.

"Despite the healthy supply of dining options in Buford, there isn't anything in the market quite like Burger 21," Stone said.