



# 2008 Emerging Business of the Year

## Local Burger



Owner	Hilary Brown
Nature of Business	Local Burger
City	Lawrence
County	Douglas
Phone	785-856-7827
Business Structure	S-Corporation
Business Began	2005
Employees	20-24
KSBDC Consultant	Will Katz and Maggie Bornholdt

[www.localburger.com](http://www.localburger.com)

**“Contact the KSBDC. Help them help you get started by sharing as much information as possible with them. Write a plan and do the research needed...and listen to what that research tells you. Go BACK to the KSBDC, even after you get started.**

**Hilary Brown, Owner**



Brady Lewis and Hilary Brown at Local Burger in Lawrence.

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For years, Hilary Brown wanted to introduce people to healthy fast food options. “Everything is connected,” she says. “Our food, our environment, our health, and our communities.”

When Local Burger opened its doors in September of 2005, Hilary’s dream became a reality. Local Burger offers a unique brand of healthy fast food that features fresh, organic, local, and sustainable fare that is free of unnatural additives and preservatives. You can order bison, elk, grass-fed beef, pork, turkey, or a variety of vegetarian or gluten-free menu items — most of which come from within about 30 miles of the restaurant. “Looking around the community, I realized we had an abundance of delicious, real, fresh food that was raised by local farmers and ranchers. I wanted to introduce the community to those people. I wanted to provide an option for people who were struggling to find ways to eat healthy,” says Hilary. In the process of learning about the local resources, Hilary learned that there was a growing problem for people with food allergies and intolerances. Hilary had struggled with allergies and intolerances for years but did not realize so many others also had a need for special diets.

**Secret to Success**  
“My secret to success is passion. I am doing exactly what I want to do. I really enjoy overcoming all of the daily challenges and growing and getting better at what I do everyday.”

According to Hilary, “The key to the success of Local Burger is *passion*. I am doing exactly what I want to do!” Apparently, this success has been noticed by others. Local Burger has been featured in a variety of national media outlets, including The Sundance Channel, *Outside Magazine*, *Gourmet Magazine*, and *Bon Appétit*. Moving forward, the company has two major challenges: expanding to multiple locations, and manufacturing/distributing their very own World’s Best Veggie Burger.

Hilary first contacted the KSBDC more than a year before she opened the doors of her restaurant. “I had been thinking about the idea for a long time, but I knew I needed some direction,” Hilary explains. “The KSBDC counselors helped me put together the business plan. More importantly, they also helped to keep me focused and motivated.” Hilary believes in checking in with her KSBDC counselors regularly as her business systems continue to evolve.