

ELEVATION BURGERS PUSHES TO OPEN GREEN RESTAURANTS; CEO HESS HONORED

ARLINGTON, VA. — Elevation Burgers, the fast-casual organic burger concept based here, has announced plans to open a new restaurant that will be Leadership in Energy and Environmental Design, or LEED, certified at National Harbor in National Harbor, Md.

Cardinal Point, Elevation's Charlottesville, Va.-based design team, will design the restaurant, said Hans Hess, the chain's chief executive.

In addition, Hess received the Visionary Award from the Washington Business Journal and the Greater Washington Board of Trade at their annual Greater Washington Green Business Awards ceremony last month.

Hess said his major goal is to "register all future Elevation Burger stores with the U.S. Green Building Council to pursue [LEED] certification while continuing to serve quality organic food that makes a difference to our guests and environment."

Elevation Burger, which soon will have 24 stores in operation in New Jersey, Pennsylvania, northern Virginia, Washington, D.C., Maryland, and Texas, uses 100-percent organic, grass-fed, free-range beef in its burgers. It also offers two types of veggie burgers and cooks its French fries in olive oil.