

Ready for Freddy's?

Fast casual restaurant to open April 30

BY ANDREW KISER

ANDREWK@MONTROSEPRESS.COM

Montrose residents will soon be able to eat at Freddy's Frozen Custard & Steakburger by the end of the month.

According to owner David Giesen, Freddy's will have its grand opening on Tuesday, April 30.

Freddy's will set up shop under the ownership of Giesen, of Denver, who also operates nearby locations in Grand Junction. Giesen is doing the project under his business, CO Steakburger LLC.

The restaurant's hours will be 10:30 a.m. to 10 p.m., Sunday to Thursday and 10:30 p.m. to 11 p.m., Friday to Saturday.

Construction began with groundbreaking last October at 2018 S. Townsend Ave.

Freddy's was the creation of brothers Bill and Randy Simon, and their friend and business partner, Scott Redler. The three opened the first location back in 2002 in Wichita, Kansas, naming the restaurant after the Simons' father, Freddy, according to the restaurant's website.

Three years ago, Giesen signed up to build five Freddy's restaurants on the Western Slope. He has chosen Montrose as his third. Giesen said he's aware Montrose residents have frequented the two Grand Junction sites, so he thought bringing it here was the next logical step.

The Montrose location was the spot of community radio station KUBC from the 1970s to the late 1990s. John Renfrow of Renfrow Realty previously said the City of Montrose staff was a key reason why Freddy's will be at its new location, citing Chelsea Rosty, the city's



Freddy's Frozen Custard & Steakburger is preparing to open on Tuesday, April 30. (Andrew Kiser/ Montrose Daily Press)

director of business innovation as a big help.

Renfrow had been working on the deal with developer Kyle Miller of MG Retail Partners out of Dallas since February 2018. The location of a trailer home and longer entitlement process held

up the deal longer than usual, Renfrow explained.

The steakburger patties themselves aren't like typical hamburger meat, Giesen said. He explained the patties are a "smash burger" with caramelized edges, which gives it a crisp taste on the first bite.

Steakburgers and fries aren't the only items available at Freddy's, which also serves "authentic Chicago" hot dogs, chicken tenders and custard.

Andrew Kiser is the Montrose Daily Press' sports/business writer. Follow him on Twitter @andrew_kpress.