

Killer burger opens new restaurant in Sherwood

Created on Tuesday, 03 November 2015 19:38 | Written by [Ray Pitz](#) |

The new site offers the restaurant's famed peanut butter and pickles burger



GAZETTE PHOTO: RAY PITZ - Ben Hitchcock, a Killer Burger district manager, displays an EPIC Burger (one-third pound of beef complete with three ounces of pulled pork and bacon as well) along with, from left, Britney Langley, Kari Johnson and Kim Emery, at the newly opened Sherwood restaurant.

Killer Burger, the iconic burger chain that first appeared in Portland's Hollywood District in 2010, has opened its newest restaurant at Gramor Development's Parkway Village at Sherwood.

The business moved into 2,700 square feet of space on Nov. 2, it's the restaurant's first built-from-the-ground-up location, according to T.J. Southard, founder of the Portland-based restaurant chain.

"It turned out real nice," Southard said on Tuesday. "I'm super-happy with it."

In the past, Killer Burger has converted already-standing spaces for its restaurants, and while this is officially its eighth restaurant, Southard jokes that “technically, it’s 7.5” since the MODA Center location is only open during facility venues.

The Sherwood location, 21332 S. Langer Farms Parkway, has hired 18 employees to get it up and running, Southard said.

When Southard opened the Hollywood location five years ago, he did so using credit cards he applied for online during one of the worst economies in recent years.

“Everyone counseled us not to do it. Everybody,” recalled Robin McCrary, a Killer Burger co-owner.

Despite the risk, the company found an easy hold in the Rose City.

McCrary — whose printed business card lists her among other things, a Killer Burger owner and “Marketing Director of Crap Like This” — says she has to pinch herself occasionally when she realizes just how well things have gone for the small chain.

“It’s a party,” she said, noting that the chain’s next location will be at the The Streets of Tanasbourne in Hillsboro next year.

Southard said the Sherwood site has two, 16-foot-long community tables for hosting larger gatherings to pay tribute to Sherwood’s community-centric events noting that the Sherwood Bowmen football team recently paid a visit.

The best burger in Portland 2014

One of the things Killer Burger does when it opens a new restaurant is host an annual drawing where entrants can win free burgers for a year.



GAZETTE PHOTO: RAY PITZ - Here's a close-up shot of Killer Burger's EPIC Burger consisting of a hamburger and pulled pork.

“We’ve done it ever since ‘Day 1,’” McCrary said.

The Sherwood winner will be picked on New Year’s Eve.

“We’re in the relationship business,” said McCrary, quoting the restaurant’s tagline. “We just happen to run a beer store that sells hamburgers.”

Killer Burger was named Portland’s best burger in The Oregonian's 2014 Diner restaurant guide, with more than 8,000 individual votes cast.

The reason for that, Southard said, is its flavor.

There are a lot of “manifestations” of hamburgers out there, Southard said, but Killer Burger has managed to be unique enough to find a welcoming market for the restaurant’s one-third pound seared beef hamburger.

Ben Hitchcock, a Killer Burger district manager, said searing the burgers keeps in the flavor of the burger while creating a texture that’s evident when customers take a bite.

Killer Burger serves 10 different types of burgers — they even have a veggie burger that they will serve with bacon unless you tell them not to.

Not surprisingly, the restaurant’s biggest seller is the Killer Burger, also dubbed the “Classic Burger,” which consists of bacon, cheese, lettuce, tomato, smoky house sauce, grilled onion and pickle.

Running a close second is the peanut-butter-pickle-bacon burger.



COURTESY OF DUGAN STRATEGIC MARKETING - Killer Burger drew 170 people to its newest Sherwood restaurant on Nov. 2, the first day it opened.

“A lot of people are scared to try it but once they do, they never go back,” said founder Southard.
“Everything comes with fries. Everything comes with bacon.”

Two of the burgers drop in price to \$6.95 during a 2 to 5 p.m. “crazy hour” on weekdays.

In addition, Killer Burger serves 10 microbrews on tap including two specially made Killer Burger brews -- Bloodshed Red made by Sasquatch Brewing Company and Contract Killer IPA made by Culmination Brewery.

If you want a sandwich, you're out of luck.

“We just do burgers, fries and beer,” said Hitchcock.