



## **Heavy Handed Brings Premium Smash Burgers to Studio City with Expanded Ventura Boulevard Location**

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Heavy Handed, the Los Angeles-based smash burger concept that began as a pandemic pop-up, has established its presence in Studio City with an expanded location on Ventura Boulevard, marking a significant step in the brand's growth across the Los Angeles dining landscape.

The Studio City outpost at 11838 Ventura Boulevard represents the company's strategic expansion into the San Fernando Valley, bringing its signature short-rib smash burgers to a new market while maintaining the focused menu and quality-driven approach that has defined the brand since its inception. The location features a revamped dining space with increased seating capacity, a wraparound patio that welcomes dogs, and an expanded beverage program showcasing local craft beers.

Heavy Handed has positioned itself within the growing trend of elevated smash burger concepts that are reshaping Los Angeles' fast-casual dining scene. The restaurant's signature offering centers on short-rib blend patties topped with American cheese, caramelized onions, pickles, and house-made sauce, served

alongside beef-tallow fries that have become a distinguishing element of the menu.

"The expansion into Studio City reflects the evolving preferences of Los Angeles diners who are seeking premium comfort food in a casual setting," said Danny Gordon, founder of Heavy Handed. "We've maintained our commitment to quality ingredients and a focused menu while adapting to serve the Valley community with expanded seating and a broader beverage selection that complements our burger program."

The Ventura Boulevard location operates daily from 11:30 a.m. to 10 p.m., offering dine-in service, pickup, and delivery options through third-party platforms. The space includes multiple televisions for sports viewing and soft-serve ice cream alongside the core burger menu, creating a neighborhood gathering spot that extends beyond traditional fast-casual offerings.

The arrival of Heavy Handed in Studio City comes as premium burger concepts continue to gain traction across Los Angeles, with operators focusing on elevated ingredients and simplified menus rather than extensive offerings. This shift represents a broader transformation in the fast-casual segment, where quality and consistency have become primary differentiators in an increasingly competitive market.

The company's evolution from pop-up to multi-location operation demonstrates the viability of focused concepts in Los Angeles' dining ecosystem. Beyond the Studio City location, Heavy Handed operates restaurants in Santa Monica and Silver Lake, with each location maintaining the brand's core identity while adapting to neighborhood preferences.

Heavy Handed also offers catering services for events and maintains a merchandise program, extending the brand beyond traditional restaurant operations. The company has developed a rewards program for regular customers and maintains an active presence on social media platforms where people can Follow Us for updates on menu additions and special events.

The Studio City location's opening contributes to the ongoing revitalization of Ventura Boulevard's dining corridor, where established chains and independent operators compete for market share in one of the Valley's most active commercial districts.

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For more information about Heavy Handed, contact the company here: Heavy Handed Danny Gordon 818-914-1203 [danny@heavyhanded.la](mailto:danny@heavyhanded.la) 2912 Main St, Santa Monica, CA 90405, United States

**Heavy Handed**

*Heavy Handed is the official site for the beloved Los Angeles Smashburger destination known for its juicy short-rib burgers, signature heavy sauce, crispy beef-tallow fries, craft beer, and soft-serve treats.*

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