



Grumps Burgers: Serving Up Smiles Post-Pandemic

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Despite its name, customers who dine at Grumps burgers leave the restaurant feeling anything but grumpy.

After almost 20 of residents in Granbury, Stephenville, Burleson, Cleburne and Abilene, Grumps continues to serve amazing burgers, putting a smile on every customer's face.

HISTORY

Grumps was first established in 2002 by Collier Albright, who wanted to leave his corporate gig and make his dream of opening his own burger restaurant come true. "After the laughter stopped, I convinced my friends and family that it really could work," Albright's comment on the Grump's website states. "I knew that I liked to go out and eat at places where I felt like the employees knew my name and appreciated my business. My favorite places are fun, clean, have a casual atmosphere that are service-oriented and priced reasonably. Places where friends and family can gather and enjoy themselves without feeling rushed."

The unique-sounding name for the restaurant was partly inspired by Albright's grandfather. "Granbury allowed him (Albright) to embrace that dream and to pursue it," said Shevin Schmidt, Grumps' manager.

The burger restaurant was established in Granbury, with the other four locations following suit.

FAMILY-FRIENDLY

When asked how he would describe Grumps, Schmidt called the restaurant a "family-friendly hamburger, grill and gathering place."

"I love everything about Grumps, so it's hard to pick just one aspect," he said. "The food (of course), is one of my top faves, but I also love the culture, values and camaraderie that is found here. It's so hard to find a company that values you as an employee and person, and I'm so fortunate to be a part of it all."

Grumps certainly stands out with its individuality and certain aspects of the venue that you can't find anywhere else.

"Grumps serves fresh, never-frozen Texas beef, we hand press patties every morning, use Texas-based products (beef, sodas from Dublin, Blue Bell ice cream, local produce), serve Mucho Beer Frio (some of the coldest beer around) and other delicious beverages," Schmidt said. "Our Granbury location also has a state-of-the-art wiffle ball field and a party venue (for weddings, birthdays, reunions and other gatherings) where we cater many events."

Grumps operates with three goals in mind: to provide first-class customer service, sell quality products that are priced accurately and for the staff to enjoy what they do.

"I'm proud to say that to date, those core competencies have allowed us to be named best burger in every market (a whopping four) every year that we've been open," Albright wrote on the Grumps website.

ACHIEVEMENTS

In July 2018, TripAdvisor named Grumps as the “#4 Burger Restaurant in America,” the “Best Burger Restaurant in Texas” in August 2018 and as the “2020 Traveler’s Choice Winner.” Grumps was also a finalist in the 2020 Granbury Foodie Trail for its burger and fries.

The top 12 dishes from favorite local restaurants were chosen from nearly 500 votes for the Granbury Foodie Trail.

Individuals can download the ‘I Love Granbury’ phone app and begin keeping track of the restaurants they visit — including Grumps — from January 2021 through December 2021. They can also pick up a punch-card from participating locations or the Visit Granbury office.

For those who visit all 12 restaurants — by either checking in on the app or having a hole punched at each location — they can earn a Foodie Trail T-shirt and be entered into a drawing for a \$200 gift certificate when they return their card.

COVID IMPACT

Like most businesses, Grumps experienced its own downfalls of COVID-19 when Albright was ordered to close.

“Almost 20 years into this dream and the very real possibility that we might not be able to survive hit home,” he wrote on his website. “I couldn’t sleep and actually lost 14 pounds those first two weeks. I was the most scared I’ve ever been in my life.”

Fortunately, because of the support from the local communities, Grumps was able to survive. “Customers came out in droves to our food truck events, our curbside service and eventually to our stores in spite of the limited seating,” Albright wrote. “People were so patient with us as we transitioned our business to primarily takeout. Our staff/Grumps family pivoted to our new structure with enthusiasm and a ‘failure isn’t an option’ mentality. We survived!”

Schmidt said this past year has been “incredibly humbling,” with Grumps having to rely on the community to keep the restaurant functioning.

“We can never repay these folks for supporting us during the ups and downs and not allowing us to fail,” he said. “Thank you for all of your support.”

Albright wrote, “I sit in my office this morning so very thankful for everyone that has made my Grumps dream come true. I am humbled and will never forget this experience and promise I will pay it forward!”

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