DALLAS NEWS

Dallas

Press Kit

DALLAS BURGER

2023

angelica@vida-plena.com
@dallas_lisboa
dallaslisboa.com
VIDA PLENA hospitality group

The **Group**

Vida Plena, a dynamic hospitality group founded in 2018 in Lisbon, Portugal, is committed to creating a home-like, inclusive atmosphere with good food and caring service. Originating from the need for a vibrant café, their first venture, Café Janis, was born. Now, they operate 11 popular venues in Lisbon including: ***Café Janis, Farés, Dallas (Pink Street, S. Bento, Anjos), Palma Cantina, Coppola, Javá, Leonetta, Fabric by Farés, and Rosamar***. Vida Plena plans for continued growth and future projects.

Dallas **Burger**

In early 2019, a trip to the Big Apple sparked a craving for dirty burgers and creamy milkshakes. Upon returning, we found the perfect location next to the vibrant Pink Street to set up a vintage burger joint. Our goal was to offer **high-quality burgers made from grass-fed Portuguese beef, crunchy French fries, and a variety of tasty veggie and vegan options.**
Despite the challenges of the pandemic, the support we received was overwhelming, and it became clear that our juicy burgers were a winning combo. Three years after the birth of Dallas, we couldn't resist expanding our reach with new locations.

More **details**

Dallas Burger Joints are here to serve Lisbon's dirtiest homemade burgers, day and night. We're all about **juicy, handcrafted patties made fresh in-house daily from 100% grass-fed Portuguese beef, innovative toppings, and a warm, cosy atmosphere.** Any meat can be swapped for a **plant-based alternative**!

Pink Street:
Established in 2019, Pink Street is where our story began. With 50 seats, it's more than just a place to eat - it's an experience. Step inside and you're instantly transported to a 70s American brasserie.

São Bento:
Opened in 2023, is the second addition to the Dallas chain.
This joint has a chill vibe with limited seating, as we're all about grab-and-go .

Anjos:
Anjos, the freshest spot in the Dallas chain where and is the place to be for the coolest takeaway eats in town.

Upcoming Location: Carcavelos
We're excited to announce our upcoming location in Carcavelos, marking our first venture outside of Lisbon.

The **Highlights**

location
Pink Street, S. Bento
Anjos & Carcavelos

4
venues
and counting

2019
4 years operating
successfully

great
reviews and featured as
one of best burgers in lx

MEET
THE
ARTISTS
DALLAS
American
Amber Ale
Burgers make
your brain hazy

IRGERS
C CHEESE 9€
10.5€
OOM 10.9€
'L 9€
10.5€
10.5€
10.5€
SIDES
CRISPY FRENCH FRIES 2.9€
CHEESY BACON FRIES 4.5€
HOMEMADE COLESLAW 4€
VEGAN CHICK'N FINGERS 7.5€
SAUCES: DALLAS MAYONNAISE, BASIL MAYO
TRUFFLE MAYO BBQ VEGAN DALLAS VEGAN MAYO
SWEET
ICE CREAM COOKIE 5.5€
COMING SOON: SOFT SERVE ICE CREAM
DRINKS
HAVE A LOOK AT OUR MENU!

PINK STREET
DALLAS
BURGER
CLUB
BURGERS HAVE CARBS WHICH HELPS THE BRAIN
RELEASE SEROTONIN AND MAKES YOU HAPPY & RELAXED

26B
26A
BURGERS
DALLAS CLASSIC CHEESEBURGER 9€
ITALIAN SUMMER 10.5€
ONION VICE 9.5€
TRUFFLE MUSHROOM 10.9€
GORGONZOLA GALAXY 10.9€
VEGAN BLISS BURGER 10.5€
SIDES
CRISPY FRENCH FRIES 2.9€
CRISPY BACON FRIES 4.5€
VEGAN COLESLAW 4€
SAUCES: DALLAS MAYONNAISE, KETCHUP & MUSTARD BASIL MAYO — VG OPTIONS AVAILABLE
MORE
DRINKS & SWEET
HAVE A LOOK AT OUR MENU
=GO VEGGIE=
SWAP ANY MEAT PATTY
FOR A PLANT-BASED ONE
ZDB
PLAY
PARTY
BEACH
DALLAS BURGER CLUB
piscinas, já!

JANIS CLUB
- PINK STREET 2019 -
DALLAS
BURGER CLUB
BURGERS HAVE CARBS WHICH HELPS THE BRAIN
RELEASE SEROTONIN AND MAKES YOU HAPPY & RELAXED

Dallas
TAKE
AWAY

Dallas
AWAY
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