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Oakland, CA – Award-winning plant-based chain [Burger Patch](#) announced its newest location to open Spring 2024 in the Uptown neighborhood of Oakland, California. The new Bay Area store will be the first outpost for the brand outside of its home base in the greater Sacramento region.

Offering space for more than 20 inside plus additional patio seating, the new store at [326 23<sup>rd</sup> street](#) will join an increasingly vibrant neighborhood of bars and eateries just blocks from Lake Merritt. Operating hours will extend into late-night service for dine-in, pickup and delivery. There are plans to hire 25-30 part-time and full-time team members for the new Oakland location in the coming months. Candidates looking to get more information can join the [interest list](#) now for future notification.

“Oakland is a model for community spirit,” said co-founder Phil Horn. “That type of connectedness is foundational to our values. There’s an edgy and creative energy in Oakland that matches our desire to challenge the status quo and change people’s minds with our food.”

Known for delicious burgers and handcrafted shakes, the restaurant will open Oakland with expanded offerings. Burger Patch soon plans the full-time debut of its sister concept “[Burrito Patch](#)”, putting their unique plant-based signature on fast-food style burritos, chimichangas, and more. The concept, which sold out during pop-ups, will be exclusively available to order digitally through the [Patch App](#) and on popular 3<sup>rd</sup> party platforms.

New Oakland customers are encouraged to download the Patch App. The tech puts customers at the center of the experience with access to the best pricing for both pickup and delivery. Users will find exclusive secret menu and limited-time items, surprise deals and benefit from thousands of customization options to build personalized favorites while earning valuable rewards for discounts and free items with the included Patch Perks membership. New members will receive an offer for a free Patch Burger.

Area residents who sign up for the [Burger Patch Oakland VIP Interest List](#) will also be entered to win an entire year of free Patch Burgers! One lucky winner with a verifiable address within the nine Bay Area counties from the first 1,000 submissions will be randomly selected to win a Patch Burger a week for an entire year in Oakland.

Burger Patch was created in 2017 by husband-and-wife, Phil and Danae Horn, after adopting a plant-based diet together to support a [life-saving kidney transplant for Danae](#), for which Phil was the donor. Since the first pop-up events [drawing 4-hour lines](#), Burger Patch has become a veteran in the plant-based restaurant scene. From popular brick-and-mortar locations to festival and event appearances Burger Patch has been a staple throughout Northern California serving their modern ingredients with nostalgic taste to over 500,000 customers including at BottleRock Napa Valley, the [World’s Strongest Man Competition](#) and inside [Sacramento’s Golden 1 Center](#).

With a focus on delivering a trusted experience, Burger Patch has earned multiple recognitions as “Best Vegan Restaurant”. In 2022 the brand was honored with the Sacramento Business Journal’s [Diversity Equity and Inclusion Award](#) and the annual [Corporate Citizenship Award](#) for their consistent work in contributing to causes in their community. Through their Patch Match program, Burger Patch has donated over \$50,000 to local organizations as part of their commitment to “Feeding Kindness” for the planet, animals, and community.

Future updates can be found by following on Instagram ([@theburgerpatch](#)) and by visiting [burgerpatch.com](#).

\*For media opportunities, please contact [social@burgerpatch.com](#) / [VIEW MEDIA KIT HERE](#)