Celebrate National Cheeseburger Day with Star Burger

The Estrella family's flagship Miami smashburger concept marks the holiday with a chance to win free burgers for an entire year.

MIAMI, FL, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- National Cheeseburger Day celebrates one of America's most iconic culinary creations and Star Burger is opening its doors to honor it. On Friday, September 18, guests are invited to experience quality and craftsmanship at 4901 SW 8th St., on the corner of Granada and Tamiami Trail, with 100% grass-fed, grass-finished beef shipped directly from the Estrella family ranch in Mt. Pleasant, Texas, eliminating the middlemen to bring honest, farm-to-table smashburgers straight to the community.

To make the day even more memorable, Star Burger is launching an exclusive sweepstake. One lucky guest who enters in person at the flagship restaurant will walk away with the ultimate prize: A Year of Free Star Burger. The winner will receive 12 vouchers, one for each month of the year, ensuring their burger cravings are satisfied well beyond a single holiday.

"Our family has long been committed to caring for the communities we serve, especially right here in Miami. Food brings people together and nurtures, and we want to give our guests a wonderful reason to gather at our flagship location," said Joey Estrella, President of Star Burger. "We're celebrating with great music, an electric atmosphere, and giving one loyal fan a year's worth of delicious memories crafted from our family land."

The all-day celebration features an incredible menu experience where guests can savor signature creations like the onion-smashed Rancho and the Lone Ranger, paired with 100% gluten-free Texan Chili Fries and house-made dipping sauces like the 305 Favorite.

For more information on Star Burger, visit www.starburger.com or follow them on Instagram @starburger or TikTok @starburgerus.

About Star Burger
Star Burger was born from a simple idea: take everything the Estrella Family built at Mt. Pleasant — the ranch, the beef, the care, the tradition — and bring it to a table where anyone could sit. Simply, honest, fast-casual food that felt like a family dinner, where you always knew exactly where your food came from and exactly who raised it.

The brand name came naturally. In Spanish, “Estrella” means star. Star Burger is a loving nod to Nicolas Estrella, to Cuba, and to the family that made all of this possible.

In 2026, Star Burger opened its flagship location in Miami, Florida, the longtime home of the Estrella Family.

To learn more about Star Burger, visit www.starburger.com.

Brianne Badenjki
Ink Link Marketing
+1 (305) 631-2283
email us here

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