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**[PHOTOS: Dropbox](#)**

**Trill Burgers introduces “Trill Town” at the 2025 Houston Livestock Show and Rodeo™**  
*Bun B’s smashburger concept brings even more trill to its 4th annual appearance at the Rodeo*

**HOUSTON (Feb. 19, 2025) -- Trill Burgers** is turning up the trill for its fourth consecutive year at the **Houston Livestock Show and Rodeo**. Co-founded by entrepreneur and rap legend **Bun B**, the award-winning smashburger concept and new Official Show Sponsor will introduce **Trill Town** – a new 9,000-square-foot standalone space on the NRG Park grounds. The interactive destination will feature Trill Burgers along with the team’s second award-winning brand, **Trill Tenders**, at the 20-day celebration of Western heritage from March 4-23.

Located just inside the entrance gate off McNee Road and Kirby Drive, Trill Town will be a lively tented setup near the Kroger Gate of NRG Stadium. Visitors will enjoy a DJ booth, games, seating, a bar serving beer and wine, and a lemonade stand with fresh-squeezed **Trill Lemonade** and dirty sodas. Along with beef and vegan Trill Burgers combos, Trill Burgers is collaborating with **Truth BBQ** to introduce two exclusive Rodeo menu items – the **Truth BBQ Brisket Burger** and **Truth BBQ Brisket Fries** – available only at Trill Town.

Trill Tenders, served with Cajun crinkle-cut fries, will make its Rodeo debut at Trill Town. Offerings will include a **3-Tender Box Combo** with fries and signature **Soy Glaze** and **Sweet OG** sauces; **Chicken Sandwich Combo** or **Hot Chicken Sandwich Combo** with Trill Slaw, pickles and sauce; and **Loaded Chicken Fries** with regular or spicy chicken and cheese, topped with the signature sauces. Trill Tenders debuted in 2023 at Tenderfest in Los Angeles – winning top honors at the nation’s largest chicken tenders festival. It has since made appearances at ComplexCon, pop-up events at NRG Stadium and at TDECU Stadium for University of Houston home football games.

“We’re excited to make this the trillest Rodeo ever, introducing Trill Town and Trill Tenders to the best rodeo in the world,” Bun B said. “Working with the Rodeo has been such a great experience for our entire team. We’re thrilled to be an official sponsor and have our own dedicated space, and I can promise you there will be some great surprises in store. We can’t wait to welcome y’all to Trill Town.”

In addition to Trill Town, Trill Burgers will continue to serve fans inside NRG Stadium at Sections 115, 135, 522, and 548 – its same popular concession stand locations for Houston Texans games, which are operated in conjunction with Aramark Sports + Entertainment. Guests can enjoy beef Stadium Trill Burger combos from the indoor locations.



Trill Burgers and Bun B have been fixtures at the Rodeo for the past three years, with Trill Burgers serving thousands of burgers and Bun B consistently selling out NRG Stadium. Trill Burgers earned a coveted Gold Buckle Foodie Award for Best Classic Fair Food in 2023, while Bun B's concerts have included the "H-Town Takeover" in 2022, "Southern Takeover" in 2023 and "All-American Takeover" in 2024.

This year, Bun B will return to the rotating star stage for the fourth time on **Friday, March 7**, for **Black Heritage Day**, presented by Kroger. **Bun B's Birthday Bonanza** will celebrate the Trill OG and feature a lineup of elite musical guests. For ticket information, visit [rodeohouston.com](https://rodeohouston.com).

Burger lovers can also visit Trill Burgers' brick-and-mortar location in Montrose (3607 S. Shepherd Dr.). A second Trill Burgers location is slated to open soon in Spring (6810 Louetta Rd.), bringing the signature smashburgers to even more burger lovers across the Houston area.

#### **ABOUT TRILL BURGERS**

Trill Burgers is led by co-founders Bun B (Bernard Freeman), Andy Nguyen and Nick Scurfield, with co-executive chefs Mike Pham and Fernando Valladares. Located in Houston's Montrose neighborhood at 3607 S. Shepherd Dr., the award-winning smashburger restaurant is open seven days a week from 11 a.m. to 9 p.m. Trill Burgers' menu features beef and vegan smashburgers including the famous OG Trill Burger with two smashed beef patties, Trill Sauce, caramelized onions, pickles and American cheese on a potato bun. Trill Burgers' OG Burger earned the title of the best burger in America from "Good Morning America" in 2022 and won a coveted Gold Buckle Foodie Award for Best Classic Fair Food at the 2023 Houston Livestock Show and Rodeo. Trill Burgers is Proud Partner of the Houston Texans and Official Show Sponsor of the Houston Livestock Show and Rodeo. For more information, visit [www.trill-burgers.com](https://www.trill-burgers.com) or follow @trillburgers on [Instagram](https://www.instagram.com/trillburgers), [TikTok](https://www.tiktok.com/@trillburgers), [Facebook](https://www.facebook.com/trillburgers) or [X](https://twitter.com/trillburgers).

#### **ABOUT THE HOUSTON LIVESTOCK SHOW AND RODEO**

The Houston Livestock Show and Rodeo promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage, and provides year-round educational support within the community. Since its beginning in 1932, the Rodeo has committed more than \$630 million to the youth of Texas and education. The 2025 Rodeo is scheduled for March 4 – 23. The 2025 World's Championship Bar-B-Que Contest, presented by Cotton Holdings, is scheduled for Feb. 27 – March 1. For more information, visit [rodeohouston.com](https://rodeohouston.com) and follow @RODEOHOUSTON online via [Facebook](https://www.facebook.com/rodeohouston), [X \(Twitter\)](https://twitter.com/rodeohouston), [Instagram](https://www.instagram.com/rodeohouston) and [YouTube](https://www.youtube.com/rodeohouston) for all the latest news.

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