

Austin's Darkest New Burger Pop-Up Serves Meat and Vegan Sinners



Austin, Texas Aug 10, 2025 ([Issuewire.com](https://www.issuewire.com)) - Austin is no stranger to pop-up burger joints, but **Badd Burgers** isn't here to play by the rules. In less than a month since quietly emerging on Instagram, the brand's sinister, goth-infused visuals have started catching eyes across the city. Now, they're making an even bolder claim: they're the first burger concept in the world to launch with a fully mirrored menu — every burger offered in both traditional and vegan form, without compromise.

That equal split isn't a gimmick. Co-founders **Tommy Marquez** and **Joe Flores** built Badd Burgers out of lived experience. Marquez — owner of the punk-driven **El Borracho Tacos** — has worked in both vegan and traditional kitchens, as well as running food trucks across Austin. Flores, who works at acclaimed Austin cocktail bar **The Dead Rabbit**, brings years of experience with a plant-based lifestyle and a deep background in hospitality. Together, they saw a gap in the burger world: a space where plant-based diners and meat eaters get the same level of creativity, flavor, and respect.

For Badd Burgers, “mirrored” doesn't just mean swapping out a patty. Every vegan counterpart is built to match flavor, texture, and visual punch, down to the proprietary sauces and house seasoning blends. “If we can make a burger so good you forget to ask what's in it, we've done our job,” says Marquez.

The brand's identity leans hard into the theatrical: a devil-horned burger logo, slogans like *Fuel Evil. Taste Chaos.*, and a social media feed that looks more like a goth zine than a restaurant account. The aesthetic has drawn in curious foodies, design obsessives, and burger purists alike — all eager to see if the flavor can match the fire.

They'll get their chance soon. **Badd Burgers' first official burger drop will take place at The Lost Well in Austin, date TBA** (but soon).

For updates, follow **@baddburgers** on Instagram.

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