



Immediate Release

Mel's Burger Bar Flips Open Its Doors

Burger-Centric Restaurant and Bar Concept "Meeting and Exceeding Expectations"

Innovative Menu Offers Classic Burgers, Spiked Shakes and American Specialties at an Affordable Price

New York, NY (July 2010)— **Mel's Burger Bar**, the ultimate burger and bar experience has opened in Morningside Heights at 2850 Broadway (between 110th and 111th Street) boasting a fast-casual, and rugged atmosphere reminiscent of a classic roadside burger shack. Mel's Burger Bar is destined to be an institution for Columbia students and faculty, the place to "meat" for neighborhood residents and a destination spot for New Yorkers who desire massive burgers, frosty shakes and comfort-food classics.

Setting Mel's Burger apart from other burger-centric restaurants are the personalities behind the brand concept: Executive Chef Rich Robson of Rue 57, who was instrumental in recipe creation and restaurateurs Nick Tsoulos and Nick Pashalis, of Patsy's Pizza, Angelo's Pizza and Goodburger fame. Three-dimensional exposed brick, black and white checkered tile floor, custom wood ceiling beams, seven flat-screen televisions and an illuminated Mel's Burger sign (standing six feet tall), give Mel's a distinct vintage personality.

"At Mel's Burger Bar we do exactly what our name suggests, we offer a solid selection of big tasty burgers and a killer bar experience seven days a week for lunch, dinner, late night munchies and drinks," said Steven Kay, Managing Partner of Mel's Burger Bar. "Patrons should arrive with an empty stomach and can expect high quality fun and food options matched with a lively, laid back atmosphere."

The burgerlicious menu offers seven different burgers (priced from \$8-\$12) made with Pat LaFrieda meat. Featured burgers include **The Original Burger** made on white toast and inspired by Connecticut's famous Louis' Lunch, the self proclaimed creator of the hamburger and the **Cadillac Burger** - a Neuske's bacon cheeseburger on a potato roll. A flavor-packed list of "side action" favorites, a slew of toppings and home-made sauces such as Béarnaise, Chimichurri and Creamy Horseradish will take your beef into another stratosphere. Vegetarian items such as the **Nurse Betty** veggie burger served on onion focaccia and super salads are sure to impress all the non-carnivorous diners and there is also a kid's menu for young diners.

Beyond the burgers lies an impressive array of dishes for every palate (priced from \$8-\$16) such as the **Smoked BBQ Brisket Sandwich, the Grouper Sandwich** and **Chicken Meatballs & Spaghetti**. Brunch is served on Saturday and Sunday from 11am-3pm and signature items include **Croissant French Toast, Chocolate Chip and Banana Pancakes** with chocolate sauce, whipped cream and powdered sugar and a **Fat Pig Omelette** with smoked bacon, cheddar and caramelized onions.

Wash it all down with 18 different beers on tap, ten different bottled beers, five different cans and a wide selection of wines by the glass. For those desirous of a liquid meal, Mel's offers dessert milkshakes such as Mint Oreo and Cotton Candy and special Spiked Milkshakes such as Dark Night, a concoction of chocolate ice cream, Kahlua and Godiva Liqueur.



The 140-seat restaurant, with outdoor patio seating for 18 people is open seven days a week starting at 11:30 a.m. (closing times to be announced). "Mel's To-Go" offers customers a sack of burgers, a bucket of wings, or a slab of ribs for the road but best of all Mel's 32oz or 64oz Growlers of beer will also be available for take out

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