

Wednesday, August 10, 2011

Breaking down better burgers

NRN looks at what's inside some of the restaurant industry's most iconic burgers

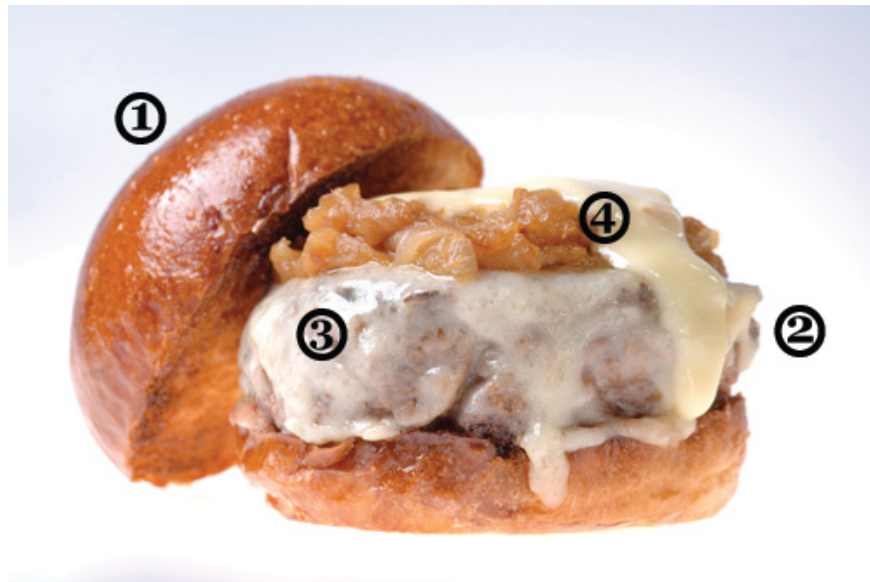
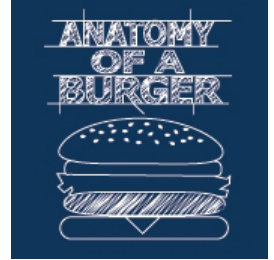
5 Napkin Burger

Original 5 Napkin Burger

5 Napkin Burger, an upscale casual brand, was founded in New York City by partners Andy D'Amico, Simon Oren and Robert Guarino.

There are currently five units, the first of which opened in Manhattan's Hell's Kitchen neighborhood in 2008, as a spin-off from D'Amico and Simon's other New York restaurant Nice Matin. The partners soon after opened two more locations in New York, as well as units in Miami, Boston and Atlanta. The average check totals around \$25 at most locations.

The chain's signature sandwich, The Original 5 Napkin Burger, served at Nice Matin starting in 2003, is 10 ounces of fresh ground chuck topped with Gruyere cheese, caramelized onions and rosemary aioli. It runs at an average price of \$14.95.



1. Bun: Buns from Pane d'Oro, a bakery in Yonkers, N.Y.
2. Beef: 5 Napkin Burger uses a special — and secret-blend of chuck and seasoning that make its signature burger unique.
3. Cheese: Gruyere.
4. Other toppings: caramelized onions and a rosemary aioli.