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5 NAPKIN BURGER DEBUTS IN BOSTON

Beantown To Get Its Own Taste of New York's Favorite Burger

Bostonians will soon exchange their trademark beans for New York City's hottest burgers when 5 Napkin Burger opens its first Massachusetts location in the renowned Prudential Center in March, 2011.

The 5 Napkin Burger brand is already legendary in Manhattan and Queens as the *only* upscale restaurant devoted to the art of the hamburger. Boston represents the fourth location for this burger paradise and the first one outside of New York. Executive Chef Andy D'Amico, who got his culinary start at The Parker House in Boston, and his 5 Napkin Burger concept are at the forefront of the burger renaissance in America as evidenced by their recent crowning of Best New Burger at the 2009 *Time Out New York Eat Out Awards*.

The menu at the Boston location stays the same, with the stars - of course - being the burgers. The signature is 10 oz of fresh ground chuck topped with rosemary aioli, caramelized onions and melted gruyere on a soft white roll. The full burger lineup includes the all-American Bacon Cheddar, Italian Turkey, Veggie, Lamb, Tuna, Inside Out, Burger Salad and even a short rib burger for two.

While the burgers may be the headliners, the diverse menu of expertly prepared American classics will entice Boston foodies to come back nightly. 5 Napkin is the rare burger restaurant where vegetarians and carnivores are equally at home. Temptations include expertly prepared sushi maki rolls, Matzo Ball Soup, Steak Frites and Fish & Chips. The 5 Napkin beverage programs showcases a global selection of 60 wines and 80 beers, 10 signature cocktails, 40 bourbons and a host of decadent milk shakes and floats.

This exciting new location which seats 150 (with an intimate private party room for group dinners) will launch with a daily Slider Happy Hour at the bar from 4 to 6 PM. The famous Original 5 Napkin Burger, Turkey or Veggie Burger are all available in slider format for \$2 each. Other options will include \$2 Pork Taquitos and Fifty-cent Hell's Kitchen Wings.

The design aided for Boston by Courtenay Dean Wallace of E-Volutions Designs is "butcher shop chic," with white tile walls and meat hooks snaking across the ceiling, which is also dotted with hanging filament bulbs.

Whimsical chalk murals are sprawled out over giant chalkboards, and the black leather booths and dark wood bar are sure to attract the most discriminating patrons.

5 Napkin Burger's story began in New York at Simon Oren and Andy D'Amico's breakout Upper West Side hit, Nice Matin. Chef D'Amico's "5 Napkin Burger" was so popular it became clear that it deserved a turn in the spotlight. Together with partner Robert Guarino, they set out to carve a new niche by creating an upscale American restaurant that uses the burger as its starting point. In 2008, the first 5 Napkin Burger opened in Hell's Kitchen and in early 2010, 5 Napkin Burger returned to its Upper West Side roots with the opening of its second location on 84th and Broadway. The third location opened in Astoria, Queens this past June.

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