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## **Better Burger Brings Virtuous Fast Food to New York City and Beyond**

New York, NY—Acclaimed lifestyle chef/restaurateur and author, Louis Lanza, launched the first stop in a planned national fast-food chain built on virtuous ingredients, fast-food speed and hearty flavors at 565 Third Avenue in New York City mid-November. With a relentless drive to bring the cleanest and richest ingredients to a fast-food audience, Better Burger entices the stomachs and soothes the minds of ingredient conscious, time-crunched munchers with a host of signature burgers, guilt-free sides, exotic condiments and soul-quenching drinks. Just step up to the counter and, minutes later, you'll be smiling inside and out.

### **Better Burgers & Dogs**

Dive into the succulent, ¼ pound Classic Beef Burger with a clean conscience as you discover the compression grilled Montana Range Piedmontese beef has all the flavor but with 2/3's the fat and half the calories. Devour the Omega-3-rich Yellowfin Tuna Burger, hearty Veggie Burger or zesty Chicken Burger artfully seasoned to achieve its spicy essence.

Of course, what would a true fast-food place be without the old Coney Island standby—The Dog! And, here, again, Better Burger rises to the challenge with its Classic Beef Dogs, Turkey Dogs and “near ballpark” Soy Dogs. Wrap it all up with organic, multi-grain buns and rolls and the knowledge that everything in the middle is antibiotic and hormone free, certified-free range and you're almost home. Now its time to top it all off with Better Burger's signature virtuous fixins, sides and beverages.

### **Better Fixin's**

Ketchup, mustard, cheese and relish—ha! Better Burger breaks new fast-food ground with its exotic and organic toppings and self-serve condiment bar. Customize your burger with a hunk of melted Soy Jalapeno Jack Cheese, Spicy BBQ Onions or Three-Bean Soy Chili. Then step over to the self-serve organic condiment bar to finish your masterpiece with All-American, Karma, Cajun or Thai ketchup or a hearty schmear of Jalapeno-Honey Mustard that'd make you the pride of the boardwalk. Now, what about those sides?

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### **Better Sides & Salads**

Everybody knows you can't have burgers without fries. In NYC, it's the law. But, oh, the guilt! Not any more. Better Burger uses the latest air-frying technology to offer up crispy Air-Fries that leave in the down-home flavor and keep out the fat. For side-lovers of a different sort, try the relentlessly creamy, butter-free Smashed Potatoes, sparkingly-fresh oil-free Vege-Slaw or Organic Chopped Spinach, Tofu and Grilled Vegetable Salad.

### **Better Beve's**

At Better Burger, drinks are not just a liquid break designed to help scour the classic fast-food film from your lips. They are, instead, an enticing interlude designed to refresh and replenish. Signature drinks include fresh lemonades, coolers and the “not-to-be-believed” organic lowfat soy and regular milk shakes that range from good old-fashioned chocolate to strawberry and caramel.

**Decor**

Playful and efficient describe the interior at Better Burger. Blending vibrant orange mica table tops with aluminum honeycomb fiberglass countertops and deep wood floors, these fast-food eateries are designed to be friendly places for those looking to zip in and out as well as the precious few with a bit of time on their hands.

With the launch of its flagship location in New York, Better Burger sets in motion a nationwide journey to redefine the way millions of people think about fast food. If Lanza has his way, there will be a Better Burger offering the benefits of healthier fast food to people in every town in this country before long. And, if his success as a chef, restaurateur and author are any indication of Lanza's ability to bring his message and his creations to the masses, don't be surprised to find yourself visiting the local Better Burger on your visit to Painted Post.

FOR ADDITIONAL INFORMATION ON BETTER BURGER,  
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