

GREAT GRILLING

Tips On Building A Better Hamburger

(NAPSA)—Once known as “Hamburg Steak,” the hamburger made its debut in America at the St. Louis World’s Fair of 1904. By the 1940s, hamburgers became America’s most popular food. In 2002, more than 86 percent of Americans ordered a hamburger.

So, why is the hamburger so popular?

“Nothing is more American than the hamburger,” says Mike Shumsky, chief executive officer of Johnny Rockets, the all-American diner. “Hamburgers appeal to people of all ages because they represent simple, wholesome food and can be customized to meet anyone’s taste.”

What are some hints for making a great hamburger? Shumsky offers these:

- Use fresh, ground beef (never frozen).
- Hand-press seasonings into the meat. Different seasonings can create different flavors—add oregano for an Italian twist, cayenne for a Cajun kick, or try a dash of teriyaki marinade for an Asian flavor.
- Try alternative toppings, such as chili for more zest, grilled onions and mushrooms for a gourmet flavor, or onion rings for an added crunch.
- Grill to your guests’ preferences to bring out the most flavor.
- Involve the kids. Have kids help with the cooking by shaping the meat and buns into fun shapes such as hearts or stars.
- Be creative with the buns—different breads can add different flavors.
- For great cheeseburgers, always grill the meat with the cheese on top. A true cheeseburger



A little imagination can help turn a great hamburger into something even better.

connoisseur will wait until the meat is fully cooked, then add a slice of cheese and cover for 30 seconds so that the cheese melts perfectly.

Johnny Rockets’ hamburgers can be made more than one million ways. Here’s a recipe for their most popular hamburger, The Original.

The Original

- 1/3 pound fresh ground beef, seasoned, hand-pressed and grilled**
- Fresh lettuce**
- Tomato slice**
- Chopped onion**
- Sweet relish**
- Dill pickle**
- Mustard**
- Mayonnaise**
- Fresh hamburger bun**

Makes one hamburger.

Recipe provided by Johnny Rockets.