

Ideation: **Between the buns**



Public Restaurant
New York City

ITEM: Venison burgers with sweet-sour tomatoes, miso buns
"You can use any cut of Cervena venison for this recipe, but I like the leg—it's more affordable than the loin," says chef-owner Brad Farmerie. To keep the lean venison moist, use meat that's coarsely ground, pack it loosely into patties and cook over a medium flame to medium doneness—no further.



Ruby's Diner
Newport Beach, California

ITEM: American Kobe Slider Combo

"We contemplated doing a slider for a long time," says Doug Cavanaugh, CEO and founder. "American Kobe beef was a great way to upgrade our burger program." The perfect bun for these premium mini-burgers turned out to be King's Hawaiian original sweet rolls for their size and texture.



Lobel's
New York City

Item: Signature Veal Burger

"Choose the right cuts and you'll get a veal burger that's leaner than beef but just as juicy," says Mark Lobel, owner and cookbook author. He grinds the neck and shoulder together and inserts frozen garlic-herb butter into the center of the patty so "the topping is inside."

