



Premium Burger Bonanza Menu

*Oversized Thick & Juicy, Mouthwatering Grilled to Perfection Burgers
Served on a Brioche Roll, with our Signature Sweet Potato Fries
& Chipotle Aioli Dipping Sauce*

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|  <u>Blackened Caesar Burger</u> \$15.95 |  <u>BBQ Brisket Burger</u> \$18.95 |
| Crusted with Cajun Special Spices,
Topped with Baby Romaine Lettuce &
Creamy Caesar Dressing. | Topped with Slow-Roasted Brisket,
Caramelized Onions, & Chef's Special
BBQ Sauce. |
|  <u>Ponzu Burger</u> \$15.95 |  <u>RRB Burger</u> \$18.95 |
| Marinated in Japanese Ponzu Sauce
with Garlic & Ginger, Topped with Shiitake
Mushrooms & Diced Green Onions. | Topped with Rare Roast Beef,
Grilled Onions & Tomatoes, & Creamy
Peppercorn White Horseradish Sauce. |
|  <u>Balsamic Burger</u> \$15.95 |  <u>North-of-the-Border Burger</u> \$16.95 |
| Infused with Aged Italian Balsamic
Vinegar, Topped with Caramelized Onions
& Sautéed Mushrooms, & Baby Greens. | Topped with Pan-Seared Smoked Turkey,
Baby Greens, & Thousand Island Dressing. |
|  <u>Portobello Mushroom Burger</u> \$16.95 |  <u>Brunch All Day Burger</u> \$17.95 |
| Topped with a Grilled Portobello
Mushroom Cap, Roasted Red Peppers
& Garlic Mayo. | Topped with a Sunnyside Egg,
Extra Crispy Pastrami, Tomato,
Baby Greens & Mayo. |
|  <u>Philly Steak Burger</u> \$18.95 |  <u>Lower East Side Burger</u> \$17.95 |
| Topped with Shaved Roast Beef, Sautéed
Peppers & Onions, & Spicy Steak Sauce. | Topped with our Famous Chulent
& Classic Stuffed Derma. |



Ginormous Burger

\$34.95

A Super-Deluxe 36oz. Mouthwatering Grilled Burger, Topped with LTO (Lettuce, Tomatoes, & Onions) & a side of Crispy French Fries.

We Challenge you to Eat the entire Noah's Ark Ginormous Burger in one 45 minute restaurant sitting. That's the entire burger, including the bun, fries... AKA "Clean Plate!" Winners will receive a Noah's Ark T-Shirt, & have their names inducted in the Ginormous Burger Hall of Fame. Sharing makes the challenger ineligible.

Celebrate Good Times with Great Food!

www.NoahsArk.net



NOAH'S ARK PREMIUM BURGERS

America's appetite for upscale burgers is in full swing. Ground-meat patties, once the exclusive domain of bars, fast food eateries and diners, has grabbed the attention of celebrity chefs from coast to coast...and their patrons too! From Boulard's fois gras and truffles burgers, and the classic 21 Club \$30 Burger, to premium burgers featured on The Oprah Winfrey Show, America's craving for deliciously chic burgers seems insatiable.

The chefs at Noah's Ark have crafted an outrageously delicious Premium Burgers Menu, featuring an array of Mouthwatering Burger Entrées, with tempting gourmet toppings. Each Premium Burger is made to order, using the freshest ingredients and is sandwiched between a soft Brioche Roll. Enjoy!



POP CULTURE BURGER CHARACTERS

In the 1930s (and TV re-runs through the 1970s), the best-known association to the hamburger was **Wimpy**, a moocher in the cartoon



Popeye who would "gladly pay you Tuesday for a hamburger today." The character was the inspiration behind the name of the **Wimpy** hamburger chain.

Another character associated with the hamburger is **Jughead** of **Archie Comics**. He would often beg his best friend Archie to buy him a **hamburger** and was constantly seen hanging out at Pop Tate's restaurant. At one point in the series, **Jughead** even entered a **hamburger** eating contest. After defeating his opponent, his only thoughts were to eat more **hamburgers**.



In 1984, Wendy's aired a series of TV Ads for its **hamburgers** in which an elderly woman (played by **Clara Peller**) commented, "Where's the beef?" when examining competitors' **burgers**. The quip became a national catchphrase in the US.



Yugi Moto, the fictional character from the anime, **Yu-Gi-Oh**'s favorite food is **hamburger**.



1st BURGER SERVED in USA

Many believe that the first **burgers** served in US history was in New Haven, CT. In 1900, Louis Lassen, founder of Louis' Lunch, ran a small lunch wagon selling steak sandwiches to local factory workers. Because he didn't like to waste the excess beef from his daily lunch rush, he ground it up, grilled it, and served it sandwiched between two slices of toasted bread -- and America's first hamburger was created (the Library of Congress has material supporting this claim). Others believe it was Fletcher Davis from Athens, TX, who served **burgers** from his café in the 1880s. In November 2006, the Texas State Legislature introduced a Bill, designating Athens as the "Original Home of the Hamburger".

The modern **hamburger** (on a BUN) appeared during World War I. By the early 1920s, the White Castle restaurant chain in Wichita, KS, sold **hamburgers**. Some historians say the first **hamburger** served on a bun appeared in 1917 at Drexel's Pure Food Restaurant, Chicago. By 1920, **hamburgers** on buns were sold in San Francisco and Cincinnati, and by the mid-1920s, **hamburgers** were recognizable to most Americans.



BURGER FACTS

- 1968 - The Big Mac was launched, and the price was 49 cents.
- 1974 - Burger King created the "Have it your way" slogan.
- 1979 - Kosher Delight opened its first store on Ave. J in Brooklyn, NY.
- 1993 - McDonald's Israel opened its first restaurant in Ramat-Gan.
- 2004 - **Noah's Ark Original Deli**, located in NY's lower east side, was voted by the New York Press as having the **BEST KOSHER HAMBURGER!**
- 2007 - Noah's Ark launches their **PREMIUM BURGER BONANZA**, and the **GI NORMOUS BURGER CHALLENGE!**
- 2008 - Noah's Ark was voted having the "**BEST BURGER**" by 201 Magazine readers

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