



New York Burger Co. 303 Park Ave South between 23rd and 24th Sts (212-254-2727, newyorkburgerco.com). Subway: 6 to 23rd St. Lunch, dinner. Average burger: \$6 (without toppings). Average miniburger: \$3.25. *High chairs.* Remember when you'd beg your mom to take you to McDonald's and she'd say, "I can make a burger that's just as good"? Don't try pulling that con when your kid asks to go to this better-than-fast-food joint, because you'll lose. Juicy Coleman beef patties come on a brioche bun, either unadorned or loaded with toppings (try the Chicago, topped with applewood-smoked bacon, Cabot cheddar and homemade Thousand Island dressing). Extras include fresh salads, crispy onion rings and refreshing smoothies like the Mango Thai or the Berry Extreme, a zingy combo of strawberries, blueberries, raspberries, cranberry and orange juices and vanilla ice cream.