

The Gotham Palate

A running chronicle of experiences in food, ambiance and how to pamper your palate in NYC.

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New York Burger Co.

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678 6th Ave. (btwn 21st. and 22nd. Sts.) - Chelsea/Flatiron

and

303 Park Ave. South (btwn 23rd. and 24th. Sts.) Flatiron

www.newyorkburgerco.com

In an effort to reach out to health-conscious eaters, New York Burger Company has recently introduced some smart, diet-friendly items to their menu. I had the pleasure of sampling many of these, including their burger staples at a private event to which The Gotham Palate was invited.

At the event, I was able to taste many of the new menu items as well as the some of the restaurants staples.



The Exciting Array of Salads at New York Burger Co.

The new salad menu features nine diverse, internationally-inspired or regionally-accented salads. All of the salads are made from a broad range of ingredients that are suited to the type of cuisine they are representing. Each are nutritionally balanced with protein rich foods, such as chicken, beans or cheese. Grilled Chicken, Greek Isles Grilled Chicken and the Thai Grilled Chicken. All three were commendably fresh and dressed with appropriately seasoned with condiments that were balanced and flavorful. My personal favorite was the Tuscan Grilled Chicken Salad. It contained a tender slice of grilled chicken, fresh bocconcini and thick, meaty portobello mushrooms topped with a mild balsamic vinaigrette. The bocconcini were fresh and tender with a bit of a spring to them.



The Exciting Array of Salads at New York Burger Co.

New York Burger Company also features chili. I sampled two varieties of their white meat chili: the chicken and the turkey. Both were flavorful, with spice factors veering more toward the mild side and not the least bit greasy. The turkey meat was very moist and the tastier of the two. Although I am generally not a great fan of chili, I would definitely consider ordering the turkey and black bean chili at a future visit.



Turkey & Black Bean Chili

The zen smoothie was a true delight: tasty, refreshing and made with virtuous ingredients such as Matcha green tea, ginger and lemon. Vanilla ice cream gave it wonderful body and just the right amount of sweetness. The smoothie options also include a chocolate malt smoothie, but for me it did not hold a candle to the fresh, clean flavors of the zen drink, which I view as a great pick me up or refreshing reward after a workout the nearby New York Health and Racquet Club or David Barton Gym. Shopping marathons in the department store clothing and home-furnishings shopping temples that are housed in the Chelsea / Flatiron district, would also be terrifically fueled by a stop at New York Burger Company.



Zen Smoothie

As to New York Burger Company's staples, the place needn't change a thing. The burgers are made from all natural Angus beef and molded into thick, but not monster-sized patties and are grilled to request with delicious toppings. I particularly enjoyed the Seattle Burger, which was topped with portobello mushrooms, fire-grilled onions and a New York Burger sauce that was smoky and mildly sweet. It wasn't just satisfying: it was memorably good. The bun was a fresh glazed brioche that had just the right thickness. The only slight complaint I would level against the entire package was that the tomato slice was not as sweet and ripe as I would have liked it. That said, in no way did it negatively impact my enjoyment of this burger.

For waist-line conscious among us, there's no need to go cold-turkey: New York Burger Co. happily offers mini-sized version of these delicious patties.



Mini Seattle Burger

The hand cut fries were up to snuff and not the least bit greasy. The onion rings were fried tempura style and were light and scrumptious.



Fresh Cut Idaho Fries

If you indulge yourself with a hot dog every now and then, run in from those greasy, dirty water, indigestion-inducing hot dog stands and have yours here. These savory Vienna all-beef sausages are rich in flavor, snappy in texture and grilled to perfection. The onion and sauerkraut toppings are both great, and the buns are made from a delicious challah-bread variety.



Hot Dog with mustard and fire-grilled onions

While it's not the place for intimate bistro elegance, the decor is bright and cheerful and the interior, spotless. It's overall a you're looking for quick solid, delicious, satisfying meals that include both hearty and healthful options at a good price point (most salads and the majority of burgers and sandwich options are under \$10), then New York Burger Co. is the place for you.