

Pasadena Chamber of Commerce
844 East Green Street, Suite 208 Pasadena, CA 91101
(626) 795-3355 paul@pasadena-chamber.org

FOR IMMEDIATE RELEASE
October 30, 2012

For information contact: Paul Little 626-795-3355 or 626-840-8583 (cell)

Pasadena Cheeseburger Week Celebrates America's Favorite Food in the City Where It Was Invented

**Lionel Sternberger's 1924 grilltop innovation at Pasadena's Rite Spot
inspires Cheeseburger Challenge, Cheeseburger Crawls and much more
from January 13th to January 18th, 2013**

Pasadena, CA- 2013's second annual Cheeseburger Week celebration in Pasadena is January 13th to 18th. Everyone is invited to Pasadena to celebrate the birthplace of America's favorite food as we honor Lionel Sternberger for the invention of the cheeseburger at Pasadena's Rite Spot in 1924.

Cheeseburger Week celebrates the invention of America's favorite food in its birthplace, Pasadena. From January 13-18, 2013, Pasadena salutes Lionel Sternberger for his mastery, insight, innovation and daring in placing a piece of cheese atop a hamburger for the first time in recorded culinary history at the Rite Spot in Pasadena in 1924.

Restaurants, burger stands, bars and lounges will celebrate Cheeseburger Week with special offerings, creative interpretations of the cheeseburger and cheeseburger alternatives. Ever wonder how a sushi restaurant would interpret the cheeseburger? Are you curious to taste a Latvian-inspired crepe version of a cheeseburger? From lunch counters to white table cloth restaurants, the cheeseburger rules in Pasadena from January 13th to 18th.

Come to Pasadena for a Cheeseburger Crawl, take the Cheeseburger Challenge and celebrate Pasadena's culinary legacy in the city where the cheeseburger was invented. For more information visit www.pasadenarestaurantweek.com.

During Cheeseburger Week, restaurants throughout Pasadena celebrate Sternberger for his mastery, insight, pioneering innovation and daring in placing a piece of cheese atop a hamburger for the first time in recorded culinary history. Join burger-lovers, foodies and folks just out to have some fun as restaurants throughout Pasadena commemorate Lionel Sternberger's culinary genius while enjoying some of the world's tastiest burgers (and much more).

Legend has it that young Lionel Sternberger burned a hamburger and, to cover his error, added a slice of cheese to the burger then served it to a delighted customer. Either that or a

hobo, wanting a little extra protein, asked the kid behind the counter to add cheese to his \$0.15 hamburger. Or, as his brother Don Sternberger tells it, the 300+ pound Lionel wanted to add a little something to his burger and put a slice of cheese on top, liked it and started serving it to customers. Whatever the truth of cheeseburger creation, Lionel Sternberger made culinary history in 1924 in Pasadena. (As documented in the Los Angeles Times, San Gabriel Valley Tribune, on CNN and in Hamburger Heaven: The Illustrated History of the Hamburger.) The Rite Spot's Aristocratic Burger remained a favorite with customers for decades and was priced at that same \$0.15 for twenty years.

During Cheeseburger Week, restaurants of all kinds in Pasadena will serve cheeseburgers, the public is invited to take the Cheeseburger Challenge and vote for their favorite cheeseburger at www.pasadenarestaurantweek.com/cheeseburger-challenge during Pasadena Cheeseburger Week. Voting opens on Sunday, January 13th and ends on Monday, January 21st. Groups are also invited to follow a Cheeseburger Crawl and share the opportunity to taste several burgers in one evening.

CREPEstudio, Noir Food and Wine, Kings Row Gastropub and Toro Sushi join **Pie 'n Burger, a/k/a: an American Bistro, The Counter, Burger Continental, Clearman's Galley and Clearman's Northwoods Inn, Umami Burger and Slater's 50/50** (and many others) in offering a cheeseburger, cheeseburger-inspired dishes or cheeseburger alternatives during the week of January 13 to January 18, 2013. Try them all and vote for your favorite in our Cheeseburger Challenge.

Special menus, deals and discoveries can be found online at www.pasadenarestaurantweek.com/cheeseburger-week.

Cheeseburger Week is organized and sponsored by the Pasadena Chamber of Commerce with support from the City of Pasadena and Merrill Lynch/Bank of America. Cheeseburger Week in Pasadena is a California Restaurant Month event.

The Pasadena Chamber of Commerce and Civic Association is a professional business organization. Since the earliest days of Pasadena, the Chamber has played a major role in the development of this internationally renowned city. Since 1888, when the organization was founded as the Board of Trade, the Chamber's primary purpose has been the enhancement of both the business climate and the quality of life in Pasadena. The Pasadena Chamber of Commerce serves 1500 members.