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### **Thanksgiving is past... Christmas and New Year are coming... AND so is Cheeseburger Week in Pasadena**

During Cheeseburger Week from January 12 to January 17, 2014, Pasadena honors Lionel Sternberger's genius in being the first to put cheese to hamburger at the Rite Spot in Pasadena in 1924. Dozens of Pasadena's favorite restaurants, lounges and burger joints offer their signature burgers, some special creations and deals during Pasadena Cheeseburger Week.

Again in 2014, you can vote for your favorites in the Cheeseburger Challenge. Who makes your favorite lunch counter burger? Who serves your favorite turkey burger? Who makes your favorite veggie burger? Who serves the best beverage with a burger? You decide during Cheeseburger Week, January 12th through January 17th.

Voting in the Cheeseburger Challenge opens on Sunday, January 12th.

For 2014, we are adding several restaurants. Some participants will include special menu items or deals for patrons during Cheeseburger Week.

From January 12th to 17<sup>th</sup>, Pasadena salutes Lionel 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 at his father's roadside stand, the Rite Spot at 1500 West Colorado Boulevard in Pasadena. Legend has it that the teenaged Sternberger burned a patty and, rather than throw it away and risk the ire of his boss (and Dad), he put a piece of cheese on the burned side to cover his mistake and served it to a customer who was delighted. The Aristocratic Burger (Sternberger's hamburger with cheese) sold for 15 cents and drew customers from throughout the area.

The invention of the cheeseburger at the Rite Spot has been documented by the **Los Angeles Times**, [cheese-burger.net](http://cheese-burger.net), *Hamburger Heaven: the Illustrated History of the Hamburger* and *The San Gabriel Valley Tribune*. Even CNN is on the story.

### **Cheeseburger Week 2013...**

The Pasadena Chamber of Commerce hosts the third Cheeseburger Week and Cheeseburger Challenge January 12th to 17th, 2014. Once again, you'll be able to vote for your favorites in a number of categories, from traditional lunch counter burgers to white table cloth an alternative cheeseburgers. We'll also have an alternative cheeseburger category or two, as well.

Plan to come to Pasadena for a Cheeseburger Crawl, take the Cheeseburger Challenge and celebrate Lionel Sternberger's culinary legacy in the city where the cheeseburger was first served.

Here is a partial list of restaurants and lounges that are taking the Cheeseburger Challenge during Cheeseburger Week 2014. Most are serving cheeseburgers (and much more)... but there are a few surprises, too.

- **a/k/a An American Bistro**
- **BJ's Restaurant and Brewhouse**
- **Central Park Restaurant**
- **Clearman's Galley**
- **Cousins Maine Lobster**
- **Dog Haus**
- **Dog Haus Biergarten**
- **El Portal Restaurant**
- **Gale's (lunch only)**
- **Green Street Restaurant**
- **Haven Gastropub**
- **Kings Row Gastropub**
- **New York Deli**
- **Pie 'n Burger**
- **POP Champagne & Dessert Bar**
- **Real Food Daily**
- **Ruth's Chris Steak House (Happy Hour menu)**
- **Slater's 50/50**
- **The Counter**
- **Toro Sushi Bar and Lounge**
- **Trattoria Neapolis Italian Restaurant and Bar**
- **Twohey's**
- **Umami Burger**
- **Vertical Wine Bistro**
- **Yahaira's Cafe**

For full information on Cheeseburger Week in Pasadena visit [www.pasadenarestaurantweek.com](http://www.pasadenarestaurantweek.com).

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.