

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

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

KINGS ROW GASTROPUB CREATES SPECIAL MARS ROVER BURGER FOR PASADENA CHEESEBURGER WEEK JANUARY 13 to 18, 2013

**Cheeseburger created as tribute to Jet Propulsion Laboratory engineers,
scientists and Curiosity rover team members**

Pasadena, CA-Kings Row Gastropub in Old Pasadena is offering a specially themed burger created especially for Pasadena Cheeseburger Week. The Mars Rover Burger pays tribute to the engineers, scientists and technicians who successfully landed the Curiosity rover on Mars in August.

"I thought doing a tribute to Pasadena's history of innovation with a burger would be a fun way to approach Cheeseburger Week," said Kings Row Executive Chef Sundeep Vohra. "Since JPL just landed the Curiosity on Mars, we came up with a tasty burger made from dry aged ribeye beef, ground chorizo for a bit of fire, topped with an egg, arugula and some interesting flavors on our housemade bun and dubbed it the Mars Rover Burger."

Specially prepared for Cheeseburger Week 2013, the Mars Rover Burger at King's Row Gastropub features a Chorizo Burger of ground ribeye and chorizo topped with a fried egg, cilantro aioli, pepperjack cheese, arugula, and Kings Row's wonderful house bun.

Kings Row Gastropub is located at 20 East Colorado Boulevard in Old Pasadena. Visit www.kingsrowpub.com for more information.

Everyone is invited to celebrate the birth of the cheeseburger in the home of the Cheeseburger: Pasadena, California, from January 13 -18, 2013, during Pasadena Cheeseburger Week.

Sponsored by the Pasadena Chamber of Commerce, Cheeseburger Week commemorates teenaged Lionel Sternberger's culinary experiment in the early 1920s at his father's restaurant, The Rite Spot on West Colorado Boulevard. 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 and the rest is culinary history. The Rite Spot's Aristocratic Burger was a favorite with customers for decades and was priced at that same \$0.15 for twenty years.

Special menus, deals and discoveries can be found online at <http://www.pasadenarestaurantweek.com/2012/10/cheeseburger-week/>.

Pasadena Cheeseburger Week is sponsored by the Pasadena Chamber of Commerce with support from the Merrill Lynch/Bank of America and 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.