

Welcome to the Neighborhood – Burgerim

Downtown Long Beach welcomed Burgerim to the neighborhood on January 11th. A food franchise that initiated in Israel, spread through Europe and finally made its way to the U.S., Burgerim's concept is to offer a unique and flavorful experience at a modest price point in a welcoming, stylish atmosphere surrounding America's favorite food, the burger. Burgerim means "my burgers," appropriately so. But there're also wings, salads, and some tasty sides!

Owners Jaz, Barry and their daughter Stephany Estrin spent three years looking for the right franchise opportunity, and finally came to the unanimous decision on Burgerim due to the quality of the food and the "heart and passion" the company has for its product. Family-owned and family-run, Downtown's Burgerim focuses on hospitality and treating everyone like family. You won't get "fast food treatment" at Burgerim, where their employees greet you upon arrival and maintain a positive and upbeat attitude throughout your dining experience. "We want Burgerim to be a hangout for the locals; a hub for the area residents, as well as Downtown workers. We want locals to feel at home," stated Jaz.

After several months of looking everywhere from Newport Beach to Marina del Rey, the Estrin family decided to make 3rd Street in Downtown Long Beach their new restaurant home. "People who live here in Long Beach; love it. And in Downtown, you have that hometown feel, but also that downtown hustle and bustle [energy]," said Jaz. Additionally, Jaz commented that the Downtown has a "community-feel" and "is very connected." She appreciates that DLBA is "proactive in helping" their new business and providing support as they find their place within the Downtown community.

Burgerim has something for everyone and makes it easy to try a variety of flavors in one meal. Described by Jaz as “sensibly-sized, customizable gourmet burgers that results in less bread and more protein,” guests order Uno, Duo or a Trio count of burgers. But don’t think you’re getting less burger, you’re actually getting a 2.8-ounce patty; for comparison, In-N-Out Burger patties are 2 ounces. As it was pointed out, less bread filling means more room to try different flavors and really customize to fit your taste buds at any given meal. And with 2 bun options including a lettuce wrap option, 6 specialty sauces, 21 toppings, and 11 patties ranging from salmon, vegan, dry aged beef to falafel and more, you’ll have plenty of options to build out your burger meal. And you’ll want to sidle up to a side of Burgerim Fries – round cut potato fries – that are perfectly cooked to just the right texture and color. Sweet potato fries and onion rings are also on the menu, and you can always order Half & Half to get a mix. Looking for great flavor, but not feeling like a burger – try some of the chicken wings or satisfying salads. And sticking with the theme of customizable dining, Burgerim features a Coca-Cola Freestyle, which allows you to select from a variety of flavors. There are also craft and draft beers and wine selections that pair well with anything on the menu.

With a nod to nostalgia, Jaz shared that during her childhood, her parents built and opened an A&W Root Beer location at Termino and Anaheim, which is now Casa Sanchez. With fondness, she recalls cleaning the famous A&W mugs through a series of required soap and water dunks and helping with food orders received from the carhops on roller skates. Perhaps there’s something in the family blood that led the Estrin family to bring Burgerim to Downtown Long Beach...

Burgerim announced the launch of its new happy hour, which will feature select beer, wine, and food specials. With generous hours, you can enjoy happy hour from 3-6 PM and 9 PM

to close, 7 days a week!

Visit Burgerim at 295 East 3rd St. in Downtown Long Beach at the corner of 3rd and Long Beach Blvd. For more information visit www.burgerim.com.