

**Photo:**  
**By Paula Murphy**

**FOR IMMEDIATE RELEASE**

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**KENNY & ZIGGY'S INTRODUCES A BIGGER BURGER MENU**  
*Now with exclusive burger blend from Pat LaFrieda & Sons Meat Purveyors*

HOUSTON – When you've already secured a place in the national record books for your famed mile-high sandwiches, do you really want the hamburger lovers of the world thinking they have to go somewhere else to bite into the absolute best?

Nay, nay, nay, says Ziggy Gruber, deli maven and owner of Kenny & Ziggy's New York Delicatessen Restaurant, 2327 Post Oak Blvd. Now joining the restaurant's extensive menu are four specialty hamburgers bound for glory.

What's the beef?

The beef itself! This being an authentic New York-style deli, Kenny & Ziggy's hoofed it back to its roots – namely to the famed New York (now New Jersey) meat company, Pat LaFrieda & Sons Meat Purveyors, which has become famous nationwide for its custom burger blends. LaFrieda, which coincidentally was opening its doors in 1920s Brooklyn at the same time Ziggy's grandfather was opening his first deli on Broadway, has customized a bodacious burger blend for Kenny & Ziggy's which includes prime short ribs and chuck. Pat himself created the blend!

If it's going to make the menu at Kenny & Ziggy's, a dish has to have the perfect combination of fixings and a catchy name. Rest assured, the new burgers fit the bill. *The Boulevard Big Boy* sports smoked Gouda cheese, Black Label bacon, lettuce and tomato, topped with onion strings and housemade BBQ sauce); the *Zigalicious* is piled high with house pastrami, aged Swiss cheese, coleslaw and Russian dressing; *Mike's Mashugana* has bleu cheese, Black Label bacon, sautéed mushrooms, lettuce, tomato, crispy onion rings and bleu cheese dressing; and *The Big Reubowski*, the burger that first appeared last year (with a contest to name it), is somewhat of a marriage of a burger and a reuben, with house-cured corned beef, aged Swiss cheese, sauerkraut and Russian dressing. These burgers ready for Broadway.

All burgers feature 8-ounce burger patties cooked to desired temperature, and come on choice of challah bun or ciabatta bun and a side of fresh French fries for \$16.95. Sweet potato fries may be substituted for \$1 or onion rings for \$1.50.

Kenny & Ziggy's New York Delicatessen Restaurant is located at 2327 Post Oak Boulevard in the heart of the Galleria area and business district. The restaurant is open Monday-Thursday, 7 a.m-9 p.m.; Friday, 7 a.m.-10 p.m., Saturdays, 8 a.m.-10 p.m. and Sundays, 8 a.m.-9 p.m. The restaurant gladly takes the "show on the road" to cater parties of all sizes and descriptions. For more information, call 713-871-8883 or visit **[www.kennyandziggys.com](http://www.kennyandziggys.com)**.