



## The Feed: Making a Culinary Case for Newark

By Charles Passy

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The burger boom has found its way to Newark.

Chris Siversen, the chef and restaurateur behind Maritime Parc in Jersey City's Liberty State Park, has now unveiled Burg in Newark's newly revitalized Military Park. Burg is a casual dining spot focused on all things burger, with main menu offerings ranging in price from \$8 to \$15. They include the Cowboy Burger (with roast beef and barbecue sauce), the Korean Burger (with a fried egg and kimchi relish), the Greek Lamb Burger (with olive hummus and feta cheese) and the Veggie (with curry mayo and crispy onions).

Mr. Siversen is clearly taking a page from the Shake Shack playbook—he points with pride to the signature chuck, short rib and brisket blend for his burgers. But he is also trying to blaze a trail in a city that appears to be poised to grow its gourmet scene beyond the long-established cluster of Iberian restaurants in the Ironbound neighborhood.

Mr. Siversen noted other significant restaurants that have opened in the past couple of years, particularly the Green Chicpea, a Middle Eastern establishment. A Whole Foods is also set to bow in the city.

Ultimately, Mr. Siversen believes Newark may succeed as a new culinary hot spot for the same reason other areas outside Manhattan are succeeding. "Chefs are getting priced out of the market," he said. Burg, 55 Park Place, Newark; [burgnj.com](http://burgnj.com).