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ZINBURGER WINE & BURGER BAR TO OPEN NEW MARLBORO LOCATION

Raises Funds for Marlboro Township Alliance for the Prevention of Substance Abuse in honor of Kevin Labayen

MARLBORO, NJ, July 2, 2019 - Zinburger Wine & Burger Bar, an upscale boutique burger restaurant, will celebrate the grand opening of its new Marlboro location at 280 Route 9 North on July 9th. Located in the heart of Marlboro, the new location represents the 18th Zinburger on the East Coast and the eighth in New Jersey.

During the grand opening week, Zinburger will be selling a limited amount of VIP Gold Cards for \$100, while supplies last, with all proceeds benefiting the Marlboro Township Alliance for the Prevention of Substance Abuse in honor of Kevin Labayen. The foundation strives to raise public awareness on the dangers of substance abuse and provides drug prevention courses in local schools. With the donation, guests will receive a \$100 Zinburger gift card and a VIP Gold Card which entitles them to “top of the wait list” status and half-priced bottles of wine through the end of the year.

“We’re excited to celebrate the opening of our newest Zinburger location and to partner with a local organization that is dedicated to keeping youth safe,” said Rick Barbrick, president and CEO of The Briad Group which owns Zinburger. “With its scratch kitchen and perfect wine pairings, Zinburger is not just another burger restaurant and we look forward to welcoming guests and having them experience what so many others in Northern Jersey have come to love.”

Since opening its first East Coast location in New Jersey eight years ago, Zinburger has developed an almost fanatical guest following who enjoy made-to-order gourmet burgers, hand-spun shakes and floats, decadent pies and a wide selection of wines, beers and cocktails.

All the gourmet burgers at Zinburger are scratch-made and cooked-to-order on a griddle in their own juices. The Certified Angus Beef and American-style Kobe Beef are ground fresh daily.

Signature burgers include the Zinburger (with Manchego Cheese & Zinfandel Braised Onions), the Kobe Burger (Cheddar & Wild Mushrooms) and the French Dip (Certified Angus Beef & Prime Rib Blended Patty, Provolone Cheese, Fried Onion Strings, Parmesan Horseradish Crème & Aus Jus).

Zinburger's décor is sleek, contemporary, upbeat and playful featuring rich wood, earth tones and stylish, comfortable seating. The 5,595-square foot Marlboro location features 18 high definition televisions and boasts a seating capacity of 246 including the dining room, bar and outdoor patio. The new restaurant's outdoor patio features a 10-foot fire pit.

Zinburger offers a full bar with cocktails and an extensive wine and beer selection including perfectly paired wine selections for every item on the menu and many local craft beers.

In addition to gourmet hamburgers, Zinburger also offers a turkey burger, Ahi sandwich, veggie burger, the Beyond Burger™, two chicken sandwiches, a chili bowl and six hearty salads. Sides include hand-cut fries, tater tots, onion rings, mac & cheese, and coleslaw. The dessert menu features old fashioned, hand-spun shakes, floats and malts as well as banana and chocolate cream pies.

Zinburger's operating hours are Sunday through Thursday from 11 a.m. to 10 p.m. and Friday and Saturday from 11 a.m. to 11 p.m.

About The Briad Group®

The Briad Group®, headquartered in Livingston, NJ, is one of the fastest-growing hospitality companies in the U.S. The Briad Group's entities are: licensed franchisees for Wendy's, TGI Fridays™, Marriott and Hilton. The Briad Group also owns Zinburger Wine & Burger Bar, an upscale gourmet burger and wine concept that is rapidly expanding on the East Coast.

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