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- News**
- Business
 - Venues
 - Events & Awards
 - People
 - Trends & Reports
 - Legislation
 - New Products
 - All news

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London's burger boom continues with BRGR.CO opening in Soho

By Luke Nicholls, 07-Nov-2012 [Post a comment](#)

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BRGR.CO, which operates two 'back to basics' burger joints in Beirut, is bringing the concept to the UK next month with the opening of a 50-cover restaurant in Wardour Street, Soho.

The restaurant will offer three classic choices of burger: the 4oz, 6oz and 8oz. A selection of traditional American-inspired sides, milkshakes and desserts will complete the menu.



It is the latest in a line of burger joints to hit London over the past year. Just last week we reported that **Patty & Bun** is set to open its first permanent site on James Street later this month, joining fellow West End burger buffs **MeatLiquor**, **Tommi's Burger Joint** and **Slider Bar** - to name just a few.

VIDEO - The BRGR.CO ethos



BRGR.CO will use 28-day-aged beef from the Duke of Buccleuch Estate in South West Scotland. The burgers will be served with optional toppings of cheese or chilli-con-carne and Keens Vintage Cheddar from Moorhayes Farm, Somerset has been selected as BRGR.CO's 'signature' cheese.

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The ethos of simplicity is reflected in BRGR.CO Wardour Street's design. Cool-tonal walls and floor-to-ceiling windows will be complemented by dark oak tables and chairs. The restaurant will also display a selection of character cow heads throughout the restaurant, each designed by artists. Changing seasonally, the cows will be regularly auctioned with proceeds going to local London charities.

BRGR.CO Wardour Street will also provide a takeaway service as well as deliveries for local businesses and residents.

At last month's [Restaurant Show](#), operators were warned that this growing popularity of burger joints and 'street food' could lead to an unsustainable growth in the market and a dilution of the original origins of the concept.

Keywords: BRGR.CO, Tommi's, Slider BAR, burger, restaurant, joint, London, Soho, Wardour Street, MeatLiquor, Patty and Bun, beef

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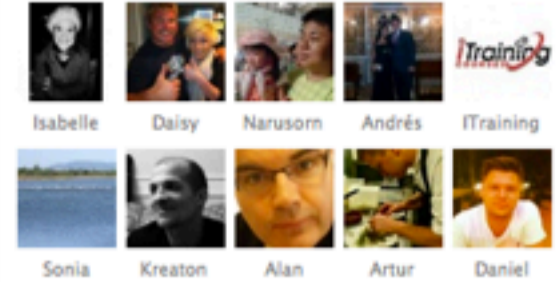
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