



The Seelbach Hilton

Louisville

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THE SEELBACH SETTLES THE "BEST BURGER" DEBATE AND THE PRICE IS RIGHT!!!

(Louisville, KY) November 24, 2009 – For months, there has been a juicy debate in Louisville over who serves the best hamburger in town. Now that consumers have tried the rest, Otto's at The Seelbach Hilton is inviting everyone to try the very best!

It is a 1/3 pound hamburger bursting with flavor on a mouth-watering bun baked at The Seelbach. The price: a burger-budget friendly \$5.00.

The Seelbach Burger is the scrumptious creation of the culinary staff at Otto's who were given a clear mission by hotel General Manager, Jon McFarland: Concoct a hamburger that is even better than the best.

"Our people took their seasoned palates and visited every restaurant in town known for their hamburger," says McFarland. "They taste tested several basic cheeseburgers that have received good reviews and were also tasked with baking the best burger bun in town to create nothing short of a melt-in-your-mouth experience," adds McFarland.

BURGERS BEHIND THE SCENES: How to Treat the Beef

While conducting its competition research, the culinary team at Otto's noted that many restaurants use pre-fabricated frozen burgers and various qualities of beef. Others over pounded the patties, robbing them of moisture and over used grill presses depleting the burgers of delicious juices. The Otto's team was most impressed with one particular restaurant that used fresh ground, hand packed beef and no grill presses.

All that burger intelligence led to a decision that The Seelbach Burger would be made of 100% hand packed Angus beef. "Our research found that a ½ pound burger was too big for the average consumer and ¼ pound was too small, so we decided a 1/3 pound would be perfect," says McFarland

For a bit of extra flavor, a light dusting of salt and pepper is added at the end of the cooking process.

(more)



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THE BUN: A Baker's Delight

The culinary team from Otto's also included a pastry chef. The team sampled buns all over the city. Surprisingly, the favorite was a soft yeast bun, at a restaurant with a chain affiliation. But again, the task was to make something even better.

Otto's pastry chef soon baked seven versions of his own yeast bun -- all toasted on a flat top with a little butter -- to be taste tested by a panel including the Otto's culinary team and some managers from The Seelbach hotel. Each bun was filled with The Seelbach Burger. Only one bun ruled supreme.

THE MEAL IS AL A CARTE

While The Seelbach Burger is a budget-friendly \$5.00, keep in mind that fries and a drink are extra. The goal was to keep the full meal around \$10.00. Ten dollars it is!

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