

## Zinburger announces Bridgewater opening date

[Jenna Intersimone](#), **Bridgewater Courier News**

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BRIDGEWATER – Zinburger, an upscale eatery that pairs wine and artisan burgers, is moving to the township with its first Somerset County location opening on Feb. 12.

Its seventh New Jersey restaurant will be located at 550 Somerset Corporate Blvd. off Route 202-206 south, across from Bridgewater Commons, and will be able to accommodate almost 200 people (both indoors and outdoors) in its 5,800-square-foot free-standing space.

The Bridgewater Zinburger will be connected by a covered walkway to a 150-room AC Hotel by Marriott that will feature a rooftop bar. This, as well as the free-standing Morris Plains and Edison Zinburger locations, are in contrast to the 16 other Zinburger locations throughout the United States, many of which operate inside malls.



Zinburger, which features a sleek, modern design with a high-energy feel, is also looking to hire about 100 people for all positions for the Bridgewater location.

With close proximity to Bridgewater Commons, corporate executive chef David Maini said that he expects the restaurant to have a busy weekday lunch and happy hour crowds due to the abundance of local business clientele.

“We make everything fresh and in-house with very high quality meat, which is suited for the clientele of Somerset County,” said Maini. “They’re more demanding. People know food in this part of the country, which is good for us.”



**A new Zinburger is coming to Bridgewater.** (Photo11: ~Courtesy of Zinburger)

Meat is ground multiple times per day in-house at Zinburger, and buns are made fresh seven days a week from local bakeries, which for Bridgewater Zinburger will mean that buns are sourced from Anthony & Sons Bakery, which has locations in Denville and Succasunna. Nothing, Maini said, at Zinburger is frozen, “except for the ice cream.”

“We’re not just eating cheap ground beef – it’s steak-quality beef, such as Wagyu, prime rib and certified Angus beef,” Maini said. “It’s the same quality meat as Morton’s or Ruth Chris. Any fresh, high-quality food is pairs great with good wine.”

Some of the most popular burgers at Zinburger are the Big Bad Blue burger with Point Reyes Original Blue Cheese, bacon onion jam, baby arugula, fried onion stings and dijonaise; the El Diablo with pepper jack cheese, fire-roasted jalapeños, braised onions, lettuce and chipotle mayo; and the French Dip with a certified Angus beef and prime rib blended patty, provolone cheese, fried onion strings, parmesan horseradish crème and aus jus.



**Burgers at Zinburger.** (Photo11: ~Courtesy of Zinburger)

“One misunderstanding we have encountered is that people don’t understand exactly all of the things you can do with a hamburger or how unique you can make it,” Maini said. “We approach it as the iconic American dish that needs to be treated with reverence.”

Maini said that he has been receiving “daily” emails and letters asking about the Bridgewater Zinburger’s anticipated opening date, which is excitement that he said that he expected from the beginning when he began working with the chain, which is owned by the Briad Group, to open locations from the fourth one on.

According to Maini, some people who haven’t been to a Zinburger believe that it is a fast-food restaurant, although he said that eatery has “nothing” in common with fast food.

“After the financial crash, we became the new American steakhouse. That’s the way I envision us,” Maini said. “We have the best quality meats and fresh product. The only thing that separates us is the price point. Instead of spending \$100 a person out with great wine and food, you can dine with us for \$20 a person with great wine and food.”



Anthony Casciotta gets some help from Executive Chef David Maini, on right, during a preview for the grand opening of Zinburger Wine & Burger Bar in Morris Plains. (Photo11: ~File photo)

## If you go

### Zinburger

**Where:** 550 Somerset Corporate Blvd, Bridgewater

**When:** Opens Feb. 12

**Contact:** [zinburger.com](http://zinburger.com)

**Cost:** \$11 to \$15.75 for a burger



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