


[GIFT CARDS](#)
[GUEST BOOK](#)
[EXTRANET](#)

ABOUT US

PRESS RELEASES

Johnny Rockets Releases Popular Hamburger Recipe in Time For Fourth of July

Retro Restaurant Chain Commissions National Survey To Define The Classic American Hamburger

Lake Forest, Calif. (June 27, 2006) – The Johnny Rockets Group, Inc., the restaurant chain known for juicy hamburgers and table-top jukeboxes, is releasing its popular “Rocket Single” recipe for Americans to enjoy at home during the Fourth of July holiday and summer grilling season. In addition, the restaurant chain commissioned a national survey to uncover how Americans identify the classic American hamburger.

What’s the secret to creating your own slice of cheeseburger heaven? Johnny Rockets chairman and chief executive officer, Mike Shumsky, reveals it is all in the technique.

“From my personal experience, the best way to create that mouthwatering balance of beef and cheese is to grill the meat with the cheese on top,” says Shumsky. “A true cheeseburger connoisseur will wait until the meat is fully cooked, then add a slice of cheese and cover for 30 seconds so that the cheese melts perfectly.”

According to the recent survey, conducted by the Caravan Opinion Research Corporation, Americans still prefer the classics. Despite the advent of gourmet hamburgers, 74 percent of Americans believe the cheeseburger best embodies the classic American hamburger. Eighty-six percent of Americans also prefer beef hamburgers over turkey or veggie patties. When it comes to toppings, most respondents agree simplicity is key, with 40 percent choosing raw onions over grilled.

For Americans craving classic hamburgers, their destination is clear: forty percent of people associate Johnny Rockets with the classic American hamburger.

Recipe: Rocket Single

Ingredients:

Hamburger bun

Special sauce (mix Thousand Island dressing, Dijon mustard and hot sauce to taste)

1 slice of cheddar cheese

1/3 lb. fresh ground beef, seasoned, hand-pressed and grilled

Fresh lettuce

Ripe tomato

Onion (sliced)

Instructions: Grill the hamburger until its internal temperature reaches at least 160° Fahrenheit, according to preference. Place cheese on top and cover for another 30 seconds. Place in a bun. Mix dressing and spread it on the bun. Layer on tomato, lettuce and onion.

About Johnny Rockets

For 20 years, Johnny Rockets has offered the food, fun and friendliness reminiscent of feel-good Americana. Every Johnny Rockets restaurant offers its guests simple, great-tasting food from a menu of all-American favorites, including juicy hamburgers, hand-dipped shakes and malts and freshly-baked apple pie. Guests also enjoy an all-American diner look and feel, servers who know the secret behind getting ketchup out of the bottle, tabletop jukeboxes that belt out tunes for a nickel and authentic décor.

Johnny Rockets has received many accolades recognizing it as a top restaurant, including the highest rating from Zagat in association with Parenting Magazine for their 2007 U.S. Family Travel Guide, the Nation’s Restaurant News 2006


[Company Overview](#)
[Fact Sheet](#)
[Press Releases](#)
[Achievements](#)
[Milestones](#)
[First Class Vendor Partners](#)

“Hot! Again” award and numerous top 10 rankings from AOL City Guide and Citysearch in multiple categories in cities across the country.

Headquartered in Lake Forest, Calif., Johnny Rockets boasts 194 corporate and franchise-owned restaurants in 29 states and ten countries. To learn more about Johnny Rockets, visit us at JohnnyRockets.com.

###

For more information contact:

Lauren Yacker
Johnny Rockets News Bureau
(949) 809-6774
johnnyrockets@painepr.com

[Top of Page](#)

