



For An Experience Your Guests Will Never Forget...





WHO WE ARE...

Restaurant Veterans Hit the High Road with Gourmet Mobile Burger Concept

When it comes to burgers, there's a new badass in town—all over town in fact. Baby's Badass Burgers hit the streets of LA offering connoisseurs of quality burgers a delicious, convenient solution.

Baby's Badass Burgers is participating in perhaps the hottest current trend in the food industry – the mobile restaurant concept – by serving mouth-watering, gourmet burgers to satisfy even the most critical of palates. Yet in stark contrast to the white catering trucks that ply the city, Baby's Badass Burgers is unmistakably pink and flirty. BBB staff and servers are exceedingly friendly, and the burgers — true to their name — are badass. Jason Ryczek, who has served as the Executive Chef at ONE Sunset, among others, has spun innovative recipes into a menu for Baby's Badass Burgers one might easily mistake for a trendy restaurant - minus the high cost.

Baby's burgers, called “babies,” include: the Mamacita (beef with pepper jack cheese and guacamole); the Hot Chick (buffalo chicken with bleu cheese and coleslaw); and a veggie burger aptly named the Au Naturelle. For the more sophisticated palate, Baby's offers the Cougar (with aged beef and black truffles), and Teenie Weenies (mini Nathan's kosher hot dogs) are available for hot dog lovers. There's tasty sides — curly “pigtail fries,” “sweetie pie fries” made with sweet potatoes — fresh salads, and assorted “sweetcakes” for a delectable finish.

Baby's Badass Burgers sprang from the imaginations and experiences of ex-New Yorker restaurateur Erica Cohen and celebrated event planner, Lori Barbera. Cohen launched her career in the restaurant world as one of the founding partners in ONE Manhattan, the first of The ONE Group's many restaurants. Cohen, a passionate foodie and burgermeister at heart who had “been searching for the perfect, quintessential cheeseburger since [she] was a little girl,” decided that in order to satiate her quest she would have to create her own flawless burger: the Simple Original Beauty on the BBB menu.

For her part, Barbera, who has produced dozens of events for celebrities from Keri Hilson to Common to Chelsea Handler; companies from Comedy Central to Paramount to VH-1 Rock Honors honoring The Who; and shows from Dancing with the Stars to Nip/Tuck to Big Love to Entourage, is applying her considerable event and catering expertise directly to the launch of BBB. She has already created a buzz with customers from all over the entertainment industry who wish to enliven their lunch and dinnertime offerings. Together, the dynamic duo of Cohen and Barbera originated the Baby's Badass Burger concept, design and branding, and developed and refined the menu with Ryczek.

“It's been fascinating to witness the trend over the last decade of the gourmet burger being added to many high-end restaurant menus, and even more fascinating to appreciate consumers didn't blink at an exorbitant \$15+ price point,” Cohen explains. “Now, with the recession, that consumer perception around value is reversing course. Baby's Badass Burgers, which strips out the hard costs of a traditional restaurant, allows us to deliver greater value at a fraction of the cost, more conveniently, without compromising restaurant-level quality.”

Barbera adds, “It's a win-win-win from studio heads to college students to late night revelers looking to satisfy their gourmet burger craving. In addition to the planned public stops we communicate daily to our followers on Twitter, we're accepting reservations for private events and parties to give people an upscale, fun and ‘trucker’ glam alternative.”

So the next time you see a glimpse of a hot pink flash rolling by you (or get a Twitter update) — it just might be Baby's Badass Burgers coming to a street near you.

Follow Us on Twitter: www.twitter.com/BabysBBs
Toll-free 877.Yo.Babys (877. 962-2297)
Website: www.babysbadassburgers.com



OPTION #1 – “THE SEND OFF”

LEAVE A LASTING IMPRESSION...

The **Baby's Badass Burger** truck will satisfy your guests 'end of the event' munchies and leave them satisfied and happy whether they are walking to their car, jumping on a shuttle or waiting for valet. For the final touch to your party, each guest will receive one of our signature sliders, a splash of fries and a quencher for the perfect send-off!

Choose 1...

Beef Sliders:

- “Original Beauty” - Swiss, Grilled Onions, Sautéed Mushrooms with Baby's Special Sauce
- “American Girl” – Smoked Cheddar, Lettuce, Tomato, Pickle, Baby's Special Sauce
- “Mamacita” - Pepperjack, Guacamole, Tomato, Grilled Onions
- “She's Smokin” – Smoked Cheddar, BBQ Sauce, Crispy Onions, Bacon
- “Cougar” – Aged Beef, St. Andre Cheese, Black Truffles (add \$3pp)

Side:

- “Pig Tails” - Curly Fries

Choose 2...

- Bottled Water
- Coke
- Diet Coke
- Sprite
- Dr. Pepper

Pricing:

- \$7pp with a \$700 minimum (plus sales tax & 20% gratuity)

Other Costs:

- \$60 Propane & Gas flat rate; all travel beyond 10 miles is additional
- Burger Babes - \$60
- Chefs - \$80
- Expeditors - \$70

* The truck is 22 feet long x 7 feet wide (with windows open, 11 feet wide). The height is approximately 12 feet.



OPTION #2- "THINK PINK"

GIVE YOUR GUESTS AN ORIGINAL EXPERIENCE...

The **Baby's Badass Burger** truck will cater your event exclusively.

Baby Burgers (comes in a pair)

Maneater Size (half pounder!)

Choose 2 (Our Au Naturelle sliders are the third option)...

Beef Sliders:

- "Original Beauty" - Swiss, Grilled onions, Sautéed Mushrooms with Baby's Special Sauce - \$5 / \$8
- "American Girl" - Smoked Cheddar, Lettuce, Tomato, Pickle, Baby's Special Sauce - \$6 / \$9
- "She's Smokin'" - Smoked Cheddar, BBQ Sauce, Crispy Onions, Bacon \$6 / \$9
- "Cougar" - Aged beef, St. Andre Cheese, Black Truffles - \$9 / \$15
- "Mamacita" - Pepperjack, Guacamole, Tomato, Grilled Onions - \$5 / \$8

Turkey Burger (only available in our Maneater):

"Cover Girl" - Swiss, Sautéed Onions, Lettuce, Tomato, with Baby's Special Sauce - \$9

Choose 1...

Sides:

- "Pig Tails" - Curly Fries - \$2
- "Sweetie Pie Fries" - Sweet Potato Fries - \$3

Quenchers (all available): - \$2

- Bottled Water
- Pepsi
- Diet Coke
- Sprite
- Dr. Pepper

Pricing:

- \$10pp with a \$700 minimum-our Burger Babes keep a tally and total at the close of your event (tax and 20% gratuity added)

Other Costs:

- \$60 Propane & Gas flat rate; all travel beyond 10 miles is additional
- Burger Babes - \$60
- Chefs - \$80
- Expeditors - \$70

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