

Las Vegas-LBS Burger Joint, a eco-friendly restaurant

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LBS: A Burger Joint, slated to open September 23 at the Red Rock Casino Resort and Spa, will reinvent the classic American burger joint by offering home-style items prepared in an environmentally-friendly fashion with organic, artisanal ingredients.

Never-frozen ingredients and a commitment to organic, eco-friendly food preparation will be the hallmark of this burger joint.

'Some people consider organic, fresh-daily food preparation as a novelty for modern restaurants, however it really is just how people used to eat before the days of processed, fast foods saturated with preservatives,' said owner and creator of LBS, Billy Richardson. 'At LBS we have a commitment to organic, never-frozen, ingredients to create healthy natural meals, which incidentally, result in the best tasting burgers in Las Vegas.'

Chef Anthony Meidenbauer, formerly of Wynn Las Vegas, will feature fresh, homemade pickles daily, a unique item that will only be featured at LBS. Chef Meidenbauer will offer the homemade pickles in a variety of different options, including his specialty, fried pickles, making it the best 'bread n butter' pickle out there.

Premiere Meat Company supplies Meidenbauer LBS Burger with its dry aged, all-natural hamburger, selected and ground fresh daily. The meat comes from cattle raised naturally and allowed to graze over managed grass and clover pastures without any growth hormones, antibiotics or chemicals, just as Mother Nature intended.

The 18-21 day dry aging process makes the meat exceptionally tender and flavorful, making a burger from LBS a true experience. The dry aging process gives the meat an intense and succulent flavor that is coveted by chefs and usually only found in high end steak houses.

Premiere Meat Company will also supply all natural turkey burgers.

LBS' produce will be delivered weekly from L.A. Specialty. The organic supplier has operated in the southwest United States for more than 20 years and offers a wide range of conventional, all-natural and organic produce. The company has worked to be more eco-friendly in both the products it offers, as well as how it distributes product to its customers. Additionally, they offer weekly farm fresh produce from farmers' markets and directly from partner farms in California with an emphasis on high quality seasonal products.

LBS will also offer fresh, non-frozen or pre-packaged, all natural veggie burgers with more than 22 farm fresh vegetables and grains. The all natural patty is served on a whole grain roll with fresh vegetables, creating a one of a kind veggie burger. Additionally, LBS will make fresh sauces to top all of its high quality burgers. The non-processed or pre packaged items are hand crafted and made fresh daily.

'LBS Burger Joint strives to be as 'Eco-friendly' as possible. From reclaimed building products used during construction, to the food in the kitchen, every possible product was analyzed,' said Executive Chef, Anthony Meidenbauer. 'Our menu was scrutinized, to achieve highest quality and taste with as much organic and all-natural products as possible. The end result is a restaurant that delivers the best service, atmosphere and food with as little impact on the environment as possible.'

Not only will the All-American burger joint offer fresh, organic, homestyle meals, but all to-go packaging was custom created by the LBS Burger team, made from 100% recycled products, and made in a manner that makes it easily recycled after its intended use. Even the drinking straws are 100% bio-degradable made from a 'corn' based polymer which is 100% sustainable.

LBS will join nine other restaurants at Red Rock including T-Bones Chophouse, Terra Rossa Italian, Hachi modern Japanese, The Feast Buffet, The Grand Café, Turf Grill, Cabo Mexican restaurant, Salt Lick Bar b-q, the Sand Bar poolside restaurant and a food court.

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