

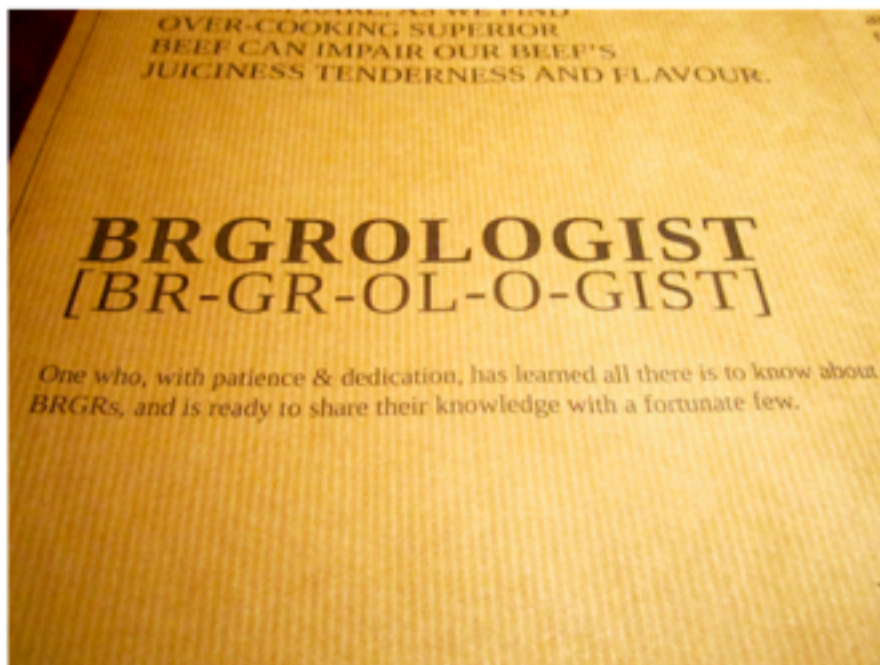
Thoroughly Modern Milly

LOOKING, LISTENING, SHOPPING AND EATING IN LONDON, AND BEYOND...

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BRGR.CO, Soho

POSTED ON [JANUARY 5, 2013](#)



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[BRGR](#) combines two of my favourite things: Beirut and burgers. This Lebanese brand is the newest addition to London's thriving burger scene, competing with Honest and Lucky Chip on the busy streets of foodie heaven, Soho. Lebanon's popular burger joint, BRGR has two branches now operating in Beirut, one in Achrafieh and another in Beirut Souks. Perhaps this brave leap to England suggests that soon we'll see outlets in other key cities around the world.

The restaurant, on Wardour Street, seats 55. Inside the atmosphere is chilled and carefree with floor to ceiling windows, dark oak tables and chairs and a lively open kitchen.

BRGR use 28-day-aged beef from the Duke of Buccleuch Estate in south-west Scotland. Focusing on simplicity, the restaurant serves a menu of three classic burgers: the 4oz, 6oz or 8oz with optional toppings of cheese or chilli-con-carne. A selection of traditional American-inspired sides, milkshakes and desserts complete the American vibe.

The burgers are presented in a DIY layout... meat and cheese in bun and salad condiments on the side for optional use, perfect for fussy boys who wish to avoid greenery. The meat is finely ground and grilled; it is a rustic thin burger, good quality meat but very little seasoning. The bun is soft and sweet and I loved the thick vinegary gherkins. Chips are best left plain, the truffle oil and cheese variety were far too rich and greasy for me.

We just had time to polish off a sundae to conclude: very simple vanilla ice-cream, with disappointing chocolate sauce and crumbled Oreo cookies. It satisfied my sweet tooth but wasn't anything special. Milkshakes however, are worth a try, the vanilla was thick and creamy flavoured with real black vanilla.

I can imagine BRGR produce one of the best butties in Beirut but here in London we have way more competition, and though BRGR has potential, other burger joints in Soho are far from being budged from the top spot.

More information [here](#).

<http://www.brgrco.co.uk/>



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