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DIVERSIONS

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Kobe burgers arrive at Ruby's Diner

Ruby's Diner initiating new line of Kobe-style burgers

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Staff Writer

At Ruby's Diner the cooks take on an unconditional approach to preparing hamburgers. The patties are fed beer, massaged with sake and soothed with soft music before being grilled to perfection. There is a new line of Ultimate Kobe-style burgers that will be served over the next few weeks in four select places, including our very own city of Long Beach.

The Ruby's Diner on the corner of Pacific Coast Highway and 2nd Street is now offering five new Kobe-style burgers including the All-American, the "Greek," BBQ-Cheddar, the Cobb and the Portobello-Provolone.

Legend has it that original Kobe beef is from Japan, where the cows bred for this type of meat are pampered for months until consumption. American Kobe-style beef (or Wagyu Kobe) isn't handled in the same way but is treated "better" than normal cattle. American ranchers believe good genetics and careful feeding are the main ingredients for quality Kobe-style beef.

Ruby's Diner previously featured Kobe-style burgers, but Christina Wong, senior account executive for Murphy O'Brien Public Relations, said the Kobe-style burger line was expanded due to the popularity of

Kobe burgers.

"Personally, I think that people are really into the gourmet burger trend and Ruby's Diners have long been known as the place to go in SoCal for a great burger and shakes," Wong said. "So it was a natural extension to give diners more options when selecting which burgers they'd like to order."

In comparison to the classic Ruby Burger, the meat patty is about one-third of the size of the Kobe-style meat patty. The texture of the Ruby Burger patty seemed almost too thin to call a hamburger when up against a burger that needs to be held with two hands. Not to say the classic is not a good hamburger, but the Kobe-style burgers definitely won the beauty contest.

The All-American Kobe-style burger — the one with the little star next to it indicating it's "a Ruby's favorite" — is served on a lightly grilled artisan onion bun and decorated with the freshest of toppings, such as perfectly melted cheese, crisp lettuce, thick sliced tomatoes and slim red onions. The first bite into the burger explodes with flavor from the tender and succulent juices of the meat.

Should one be afraid that this new Kobe-style burger would not uphold the standard of a "classic-tasting" burger, as Ruby's Diner is known for? Not at all. Even though it has a differ-



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With all the toppings in place, Ruby's Ultimate Kobe Burger piles high on a customer's plate.

ent tenderness and a thicker texture, the taste of the meat still portrays that grilled taste, almost as if it was cooked for a barbecue on the beach. Paired with the golden crisp fries and a freshly made milkshake, this 1940's diner dream is never-ending.

"I feel so underdressed," William Rodriguez, 17, said. An obvious fan of the '40s with his cuffed jeans, Harley Davidson boots and black T-shirt underneath his gray-pleated sweatshirt, Rodriguez arrived to try the new line of burgers, ordering the BBQ Cheddar Kobe-style Burger.

Once the burger arrived at the table, he complimented both the fries and the waitress serving him. Rodriguez pointed out the melting cheese that glued the artisan bread to the meat and described how great it smelled.

"Not what I expected," Rodriguez said. "It's really plain [meat] and really different compared to a regular hamburger. And I eat a lot of fast-food burgers all the time, but it is still really good. It doesn't make me forget I'm still eating at Ruby's."

The new line of Kobe-style burgers is available now.

Campus Calendar

Off Campus

Community Control

The Long Beach Alliance for Children will have a workshop on asthma prevention tonight at 5 p.m. The Anaheim Street Community Police Station will also be presenting focuses on asthma symptoms and what can be done to treat it. Come join this workshop and, with your help, we can control this widely spread disease. The workshop is located at 1401 E Anaheim Street.

Go Greek

Get to the Greek today at 3 p.m. for happy hour until 7 p.m. George's Greek Cafe will serve drinks for \$2 as well as half-off select appetizers. Known to have the finest homemade Greek food, why not come and be happy while trying food that taste like mama's authentic recipes? George's Greek Cafe is located at 135 Pine Ave.

Sea Senses

Discover the ocean with your five senses at the Aquarium of the Pacific. Aqua Tots: Super Senses of the Sea is an event sponsored by the Nation Wildlife Federation and focuses on a fun and dynamic learning environment for adults and children. Today at 3 p.m., learn how ocean animals use their sense of sight, smell, hearing, touch, and taste. Aqua Tots is located at 100 Aquarium Way.

Marathon Meeting

If you're an avid runner or just like to stay in shape, then run to Whaley Park tonight at 6:30 p.m. for marathon running training. This program will help the public run numerous marathons in Long Beach and Orange County. Whether a full marathon or half, this program trains you with the ICR Beach Runners and focuses on living a stronger and healthier life. This program is located at 5620 E. Atherton.