

NEW YORK, NEW YORK

edited by Matthew Flamm

Burger Co. flips for franchises

NOW NEW YORKERS won't be the only ones who can get their red meat fix at New York Burger Co. The three-year-old all-natural eatery, which has two shops in Manhattan and has twice received best-burger honors from AOL CityGuide, has just been cleared by the state to get into the franchising business.



Owners **Madeline Poley**

and **Spiros Zisimatos**, who have been plotting their world takeover for a couple of years, plan to start slowly. "This is culinary quality food, so I want to be sure it's done properly," Ms. Poley says.

She adds that she's received franchise requests from as far away as Addis Ababa and Japan, though the first franchises are likely to be closer to home. "I'm just looking to go to Hoboken," she says.

The co-owners are also hoping to see a franchise at John F. Kennedy International Airport. New York Burger Co. is one of the local restaurants in the running for a spot at the new JetBlue terminal, opening next summer, Ms. Poley says.