

OUR BLOG



TWO TIME FAN FAVORITE CHAMPION, MARC FALSETTO, JOINS JUDGING PANEL FOR RIVERWALK BURGER BATTLE ON FRIDAY, MAY 23, 2014

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Burger enthusiasts are gearing up for the fifth annual Riverwalk Burger Battle presented by Publix Apron's Cooking School & Catering on Friday May 23 at 7:00pm. This year, sixteen eateries will present their best burger for the chance to win prizes and local bragging rights.

Marc Falsetto, Founder of JEY Hospitality, has participated in Burger Battle 2011 and 2012, and won Fan Favorite for two consecutive years. This year, he joins the elite burger-judging panel along with Jonny Altobell of 11th Street Annex, Paula DaSilva of 3030 Ocean, Chris Miracolo of S3, George Patti of MEAT Eatery & Taproom, and Penny Sanfilippo of 11th Street Annex.

On judging the Burger Battle, Falsetto explains, "After competing in the past, it's nice to be on the other side of the judges table! We know what these chefs have gone through to put forth their best product, and we're excited to see what they come up with this year. I'll be looking for unconventional toppings and flavors, while hitting the key elements of a great burger: the right choice of meat, the perfect bun, and fresh fixings."

Falsetto opened Rok:Brgr Burger Bar & Gastropub and was among the first to serve gourmet craft burgers in Fort Lauderdale. They have since opened a second location in South Miami, and have plans for additional locations throughout South Florida in Fall 2014.

Tickets for the Riverwalk Burger Battle are available for \$40 Pre-Sale General Admission, and \$125 for the VIP Corral Hosted by Publix Apron's Cooking School Catering on www.goriverwalk.com.

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To schedule an interview with Marc Falsetto, contact Sara Shake of Exposed PR at 954.336.3275 or sara@xpsdpr.com.

JEY Hospitality is a full service hospitality group that has established a collection of award-winning hospitality and lifestyle concepts throughout south Florida. Co-founded by Marc Falsetto & Charles Hazlett, JEY strives to create venues that appeal to a wide variety of guests as well as raise the bar with cutting edge designs. Our culinary and management teams set forth to create venues that not only excite your palate but give you the full entertainment experience that will elevate your senses. Being successful in south Florida JEY has a growth plan that will take its current brands and new concepts to other markets throughout the United States and Internationally.

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