

Burgers are Jus so popular

By CAITLYN WEST



Photo: Michael Chestnutt

WHO can resist a mullet? And while you might be dreaming about the 'business in the front, party at the back' tragedy bestowed upon you in the 80s, we're dreaming about a mullet burger from the funkiest and edgiest eatery in town – Jus Burgers in bustling Leederville. Towering with 100 per cent Harvey Beef patty, bacon, beetroot, cheddar cheese, free-range egg, spanish onion, relish and house-made aioli on a fresh turkish bun, the mullet burger is the most popular choice for hungry punters. Opening its doors on January 5 this year, Jus Burgers quickly became THE place to go for anyone with taste buds and an appreciation of authentic delicious burgers. And the key to their success is freshness, owner and director Justin Bell said, which is why their premises remain

freezer-free.

"We have no freezer, which guarantees all our ingredients are fresh – we have no room for one anyway!" Justin said.

Sourcing every ingredient from local producers, Justin is passionate about supporting the WA food industry and conducts his business on a 'fresh is best' basis.

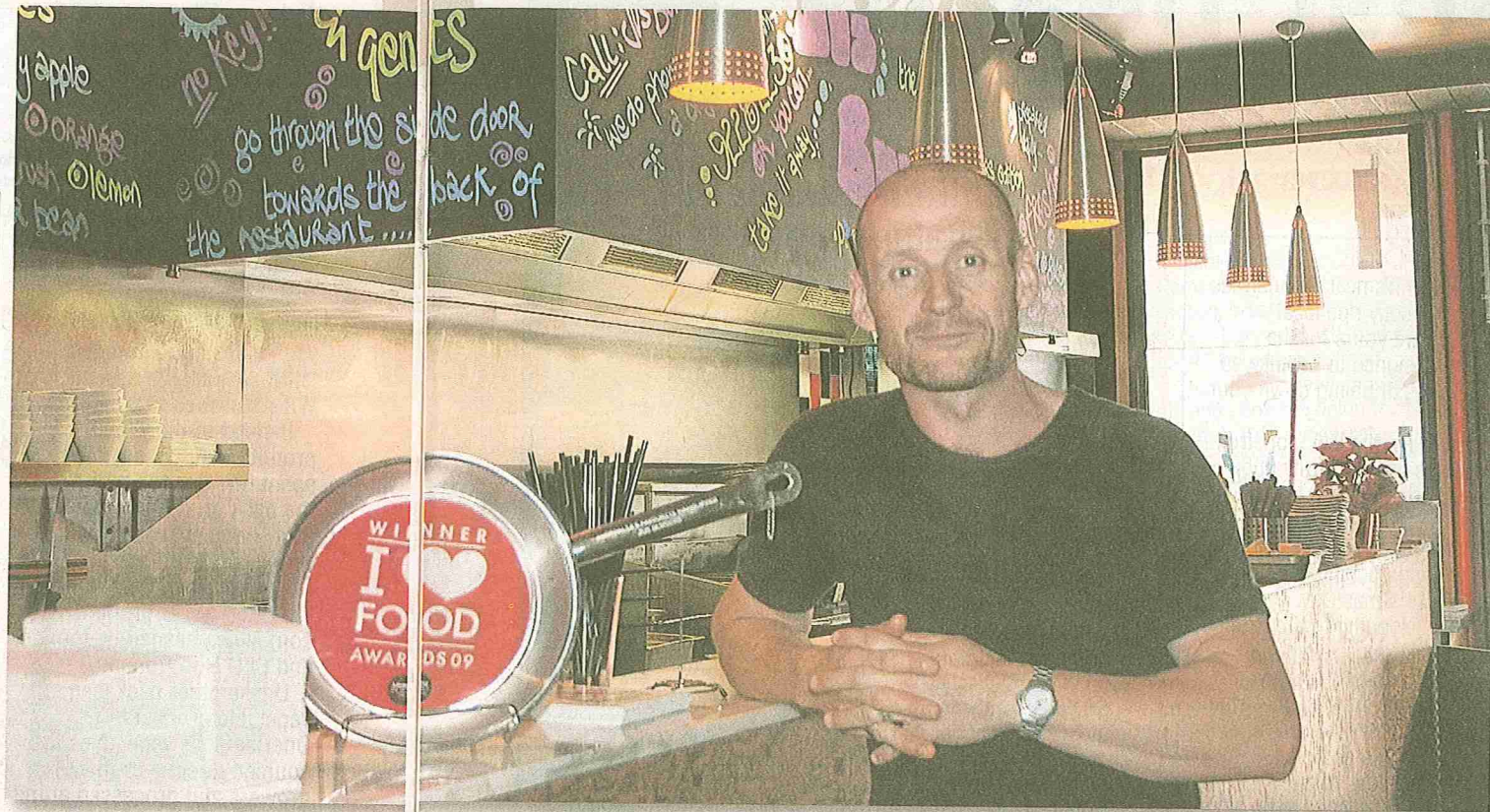
This attitude led to Jus Burgers being the very first restaurant to endorse the 'Buy West Eat Best' initiative in July this year, with Agriculture and Food Minister Terry Redman getting behind the grill to promote the occasion.

For Justin, the choice to use WA produce was a simple one. "It just makes sense to buy local, I knew what I wanted when I started Jus Burgers," Justin said.

"I didn't feel the need to go elsewhere because it was already here in my own backyard."

Justin believes the initiative can only have a positive impact on the WA food industry as there is increasing awareness of Buy West Eat Best in the marketplace.

The idea to provide Perth with a gourmet burger bar was a culmination of Justin's chef background, training in restaurants all over the globe working his way up to executive chef, and drawing inspiration from a friend back in his native UK who had started a similar concept there.



▲ Owner and director Justin Bell at the Leederville Jus Burgers. As a result of its success, a second Jus Burgers recently opened in Subiaco.

It took Justin a year to compose and tweak a business plan he was happy with, stipulating his point of difference by using fresh, healthy ingredients and an edgy, quirky brand image to keep up with the demographic of Leederville.

Now it seems Jus Burgers was the missing ingredient in Perth's food scene, as after only a handful of months trading it became apparent they needed to open another store to keep up with demand.

So a few weeks ago on November 18, the doors opened at the Subiaco Jus Burgers, and the orders came flooding through.

But flooding may be an understatement – after only three weeks of business the Subiaco store equaled Leederville in producing more than 2200 burgers a week.

Justin said the biggest compliment he received after opening the Subiaco Jus Burger bar was from locals saying his store was exactly what Subiaco needed, a exactly affordable indulgence.

Opening two stores within 11 months is a huge achievement and one which is not lost on Justin, who admits it took a massive amount of work to get both businesses up and running.

"But one must climb the hurdles and keep going," he said.

To already have a handful of industry awards to his name within 11 months is a testament to Justin's hard work and winning formula.

These included being a finalist in the Restaurant and Catering Industry Association Awards for 'Best New Restaurant 2009' and winning the I Love Food Awards 2009 'Best Hamburger in Australia' section.

"People are more aware of what they are putting into their bodies these days, so our



Photo: Michael Chestnutt

product attracts the more savvy punter," Justin said.

The open grill means customers can watch their meal be prepared and feel involved in the process, while Justin also encourages his chefs to serve the burger themselves whenever possible to interact with their fans.

"Our customers want to feel it and see what it's all about, an open kitchen is the best way to do that," Justin said.

Their 100 per cent ground beef patties are hand pressed with no ingredients added, put into a chiller then straight onto the hot chargrill seasoned only with salt and pepper.

WANT TO KNOW MORE?

- ▶ Jus Burgers:- Leederville and Subiaco
- ▶ Phone: 9228 2230
- ▶ jusburgers.com.au