



Q&A WITH DAVE SOBELMAN

(Sobelmans Pub & Grill · Opened in 1999 · 3 Locations)

Tell us about your restaurant:

Sobelmans Pub & Grill is a classic Milwaukee bar & grill and the original Milwaukee Bloody Mary & Burger Bar

Who develops your menu and what is your role?

Most of the menu and burgers are my own creations. I take input from my staff and customers but they're all just ideas that I came up with. I could come up with one today and make it a special to see how it does before I add it to the menu.

What initially prompted you to put a veggie burger on the menu?

I didn't know there were veggie burgers before. But I heard guests asking our servers for vegetarian options and after you hear it a few times you realize it's time to put it on the menu. 2009 is when I first added the veggie burger.

Do you feel that having a vegetarian option helps you attract more customers?

I know my customers and there are a lot of couples where one person eats meat and the other doesn't. We specialize in burgers, and since the veggie burger tastes so good, we're a great place for couples like this to go because we have the veggie options.



Dave Sobelman
Owner, Sobelmans Pub & Grill



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How do you use veggie cuisine on your menu?

We use the *MorningStar Farms*® Chipotle Black Bean burger, it's an excellent product. Any burger on our menu can be subbed for the veggie patty. The Veggie Fresco is the most popular substitute. In fact, I'm starting to see it show up in other burger joints around town.

Everyone else around town sees what we do is successful, and then they copy us!

We even have an option with both patties—beef and black bean—on one burger because the flavor is so good!



The Veggie Masterpiece Bloody Mary

BKnown for over-the-top Bloody Marys, Sobelmanns Pub & Grill "garnishes" its famous drink with a *MorningStar Farms*® Chipotle Black Bean Slider.

Garnish your favorite Bloody Mary mix

with: Celery stick, pickle, green onion, green olive, pickled Brussels sprout, cherry tomato, Colby jack cheese cube, cocktail shrimp (optional), summer sausage (optional) and a *MorningStar Farms*® Chipotle Black Bean Slider with cheese slices (a slice of cheese on each side of the slider helps keep the buns from falling down the skewer).



The Veggie Fresco

The chipotle and black bean flavors in the *MorningStar Farms*® Chipotle Black Bean Burger patty go great with Mexican-inspired ingredients that bring out the freshness (fresco) in this burger.

Burger Build: Top with spicy habanero cheese, sliced tomato, raw onion, house-made guacamole and side with a ramekin of fresh pico de gallo.



The Cali (aka The Hypocrite Burger)

For the flavor junkie in every guest, this burger stacks an all-beef patty with a *MorningStar Farms*® Chipotle Black Bean Burger for an doubly delicious dining experience.

Burger Build: Top a ¼ lb. beef patty and a *MorningStar Farms*® Chipotle Black Bean Burger with a slice of American cheese and stack with sweet yellow onions, fresh sliced tomato, crisp lettuce and tangy Thousand Island dressing on your choice of bun.



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Do you feel like the veggie burger holds up to all of your over-the-top burger builds?

Yes – without question the black bean burger is as versatile as the beef patty, it holds up to all the burger builds on our menu. I would consider chopping it up into a wrap or something. Whatever my customers want I do.

"I've got bills to pay. If they want veggie burgers, I'll sell them veggie burgers."

Tell us about the customers who come in and eat the veggie cuisine.

My son works here and he's 26. He's a millennial and he enjoys the black bean burger. He tries to be a vegetarian and really likes the black bean burger, but occasionally eats pepperoni pizza or whatever.

Do you see the environmental benefits as playing a role into why people order veggie cuisine in your restaurants?

Some people feel good about themselves, they feel they're doing something positive by not eating meat. I think those are the primary reasons people order the veggie burger. They consider the aspects of vegetarianism.

Where do you see your restaurant going from here?

We're growing. We have three locations now and we're starting to franchise. People can learn more about franchising a Sobelmans at ownasobelmans.com