

## Opening of Coal Burger in Scottsdale Quarter

Written by Written by Julia Swem

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Grimaldi's Pizzeria based in Scottsdale launched a new concept called Coal Burger, a coal-fired burgeria focused on better ingredients and sustainability, in Scottsdale Quarter.



Brittany Maroney, a spokesperson for Coal Burger, said the owner Joey Ciolli, loves flavorful food but wants his family and others to live a healthier life. He wanted to create an organic and earth-friendly restaurant; soon, Coal Burger was born.

She said the restaurant is a fast and casual burger joint but with fresher and healthier ingredients while still maintaining the juicy coal-fired flavor.

"Joey really truly believes in healthy eating and bringing better ingredients to the people," Maroney said. "Coal-firing our burgers brings flavor to fresh ingredients and that is very unique and revolutionary for the industry."

Coal Burger only uses 100 percent certified organic grass-fed beef for its burgers, which are then served on a brioche bun. A burger can be served on a gluten-free bun or lettuce wrap upon request, as well.



Maroney said coal-firing the burgers is the key to its rich flavor.

"Our custom built coal-firing oven operates on very high temperatures to create rich flavors and juices," Maroney said. "Our burgers have that real good and juicy taste of a burger cooked on a backyard grill and most people say they can really taste the difference."

She said the signature dish is the Steak House Burger. This burger includes mushrooms, onions, Swiss cheese and a homemade horseradish sauce.

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All of Coal Burger's dipping sauces and dressings are house-made and the French fries are fried in antioxidant-rich rice bran oil.

Other Coal Burger signature items include their chef-inspired salads and thick gelato milkshakes and floats.

Maroney said the environment was very important as well. Coal Burger wants people to walk in and immediately get an organic and casual feel, she added.

"We want Coal Burger to give people the chance to sit down and enjoy their burger but we also strive for quick service," Maroney said. "We want people to be excited to take the first bite when they arrive so we try to get customers their burger in a couple of minutes after they order."

Maroney said she urges people to come down and try Coal Burger out.

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Cioli said in a press release, "The delicious smoky flavor of cooking in a coal-fired oven, paired with natural ingredients, makes us believe we have a winning combination."