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VITAL NEWS

FAST FOOD GOES ORGANIC

A new burger joint in California serves up free-range meat and probiotic shakes.

BY DANIEL MAZORI

We always thought healthy [fast food](#) was an oxymoron until we heard about O!burger, an all-organic fast-food-style restaurant that recently opened in West Hollywood, Calif. The menu features grass-fed beef burgers and hot dogs, free-range turkey burgers, kinkle fries cooked in organic soybean oil, probiotic shakes

sweetened with Aseel dates, bananas, and vegan chocolate-and the signature veggie burger made entirely of organic ingredients, including oats, spinach, and corn.

The organic philosophy doesn't stop with the food. Co-founders Andy Soboil and Martha Chang renovated the restaurant with wood reclaimed from a farm, painted its walls with lead-free Safecoat paint, and buffered its old concrete floor instead of tiling anew (the building used to be a conventional burger place). They clean the entire restaurant-including its grill-with non-toxic products. Utensils and straws are made from biodegradable corn plastic, and the burgers' wrapping paper, made from soy film, can be composted. They're still figuring out how to use fewer [napkins](#). "They're made from recycled paper, but we haven't determined the least wasteful customer-to-napkin ratio yet," explains Chang.

O!burger's meals are about \$4 more than traditional fast food, but Chang and Soboil are working to make prices more competitive by buying things in season. "When organic produce is at its peak, it's healthier and cheaper," says Chang. Come winter, O!burger hopes to serve sweet potato fries instead of white potatoes. They also get new inventory every three days to ensure their organic dairy, produce, and meat are as fresh as possible.

So far, Californians have traveled miles to eat at O!burger, and it's likely that O!burger will do the same: Chang and Soboil haven't been in business for even three months and they've already received requests to franchise. We're lovin' that!