



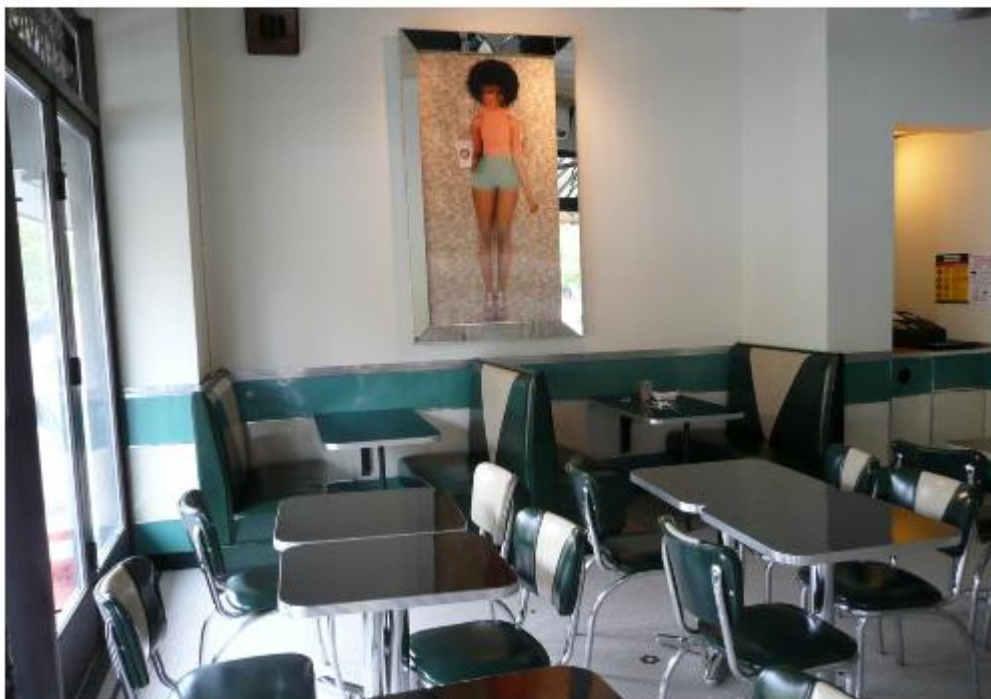
MAY 16, 2013

## Harlem Shake Restaurant is now officially open!

TONY E [NO COMMENTS](#)



The long awaited **Harlem Shake** restaurant is finally open to the public today, offering a tasty menu that includes griddled burgers, New York-style hot dogs, and hand-spun shakes. Located on the corner of Lenox Avenue and 124th street, Harlem Shake gets its inspiration from Harlem's rich culture and energy, as well as the iconic "[original Harlem Shake dance](#)". The idea for the restaurant was in fact developed before the recent [Harlem Shake viral video](#) craze, but all of that free publicity and awareness doesn't hurt.



I was welcomed for a preview of [Harlem Shake](#) the other day by co-owner Jelena Pasic, who was very excited to show the interior which features a retro design by Dennis Decker. It definitely gave off an old school diner vibe, which will be unique to the area. I got a kick out of the eye-catching "Wall of Fame" which featured an impressive collection photographs signed by a bunch of well known stars, as well as Harlem Shake's restroom with walls that showcase vintage covers of *JET* magazine.

After scoping out the joint, I was ready to taste the goods. I went with the spicy "Hot Mess Burger" with hand-cut fries and a "Red Velvet Shake" which had bits of Red Velvet cake in it, and yes it was as delicious as it sounds. I sat in one of the comfortable booths right next to "Miss Harlem Shake," a life-sized lenticular photo of Harlem resident and fashion model Shannon Thornton. Harlem Shake is a great place to take a date, or eat with friends, but at about \$8.00 a burger (without fries) it is a bit expensive to take the family and kids out to eat after a movie.



According to Harlem Shake, other delights on the menu include the signature Harlem Classic – two 2-ounce custom blend Pat la Frieda beef patties ground fresh daily and griddled smashed-style for crisp browning and served on a toasted Martin's Potato Roll with house-made condiments. Specialties also include the *Pigskin Classic* topped with crisp fried pork rinds and the *Jerk Fry Burger* topped with jerk-seasoned, triple-cooked fries and smoked jerk mayo, as well as juicy turkey burgers and house-made vegan burgers. Let's not forget the New York-style all-beef hot dogs, chicken sandwiches, grilled cheeses/melts, kale and legume salads, and fries hand cut from Kennebec or sweet potatoes.



Old-school, handcrafted milkshakes are said to be made with whole, all-natural ingredients, and local products like ice cream from Blue Marble, organic milk from New York Fresh Milk, and peanut butter from Peanut Butter & Co., as well as seasonal fruit and hand-spun additions like house-made salted caramel sauce and malt. Sticking with a vintage diner theme, Harlem Shake also has a nice selection of vintage real sugar sodas and regional specialty sodas including Cheerwine Cherry Soda, Vernor's Detroit Ginger, Foxson Park Birch Beer, along with a selection of draft beers and house wines.



Harlem Shake's Jelena Pasic also mentioned that they expect to open an outdoor seating area in the near future, which will make this a nice new spot in Harlem this summer.

"Our aim is to celebrate the soul of the neighborhood and reinvigorate modern Harlem with a bit of nostalgia and a nod to pop culture," explains Pasic. "Not to mention, bring residents and visitors high-quality, affordable offerings in a welcoming environment."



Welcome to the neighborhood Harlem Shake!