

# Street Food Profile: Only Burger in Durham, North Carolina

Posted by Erin Zimmer, October 12, 2009

**Note:** It's time for another edition of *Street Food Profiles*. This week we scoot to North Carolina, not necessarily a street food hotspot but this burger truck is changing that.



**Name:** Only Burger

**Vendors:** Brian Bottger and Tom Ferguson

**Location and hours?** Durham, North Carolina for lunch, dinner, and late night.

**Twitter:** @onlyburger

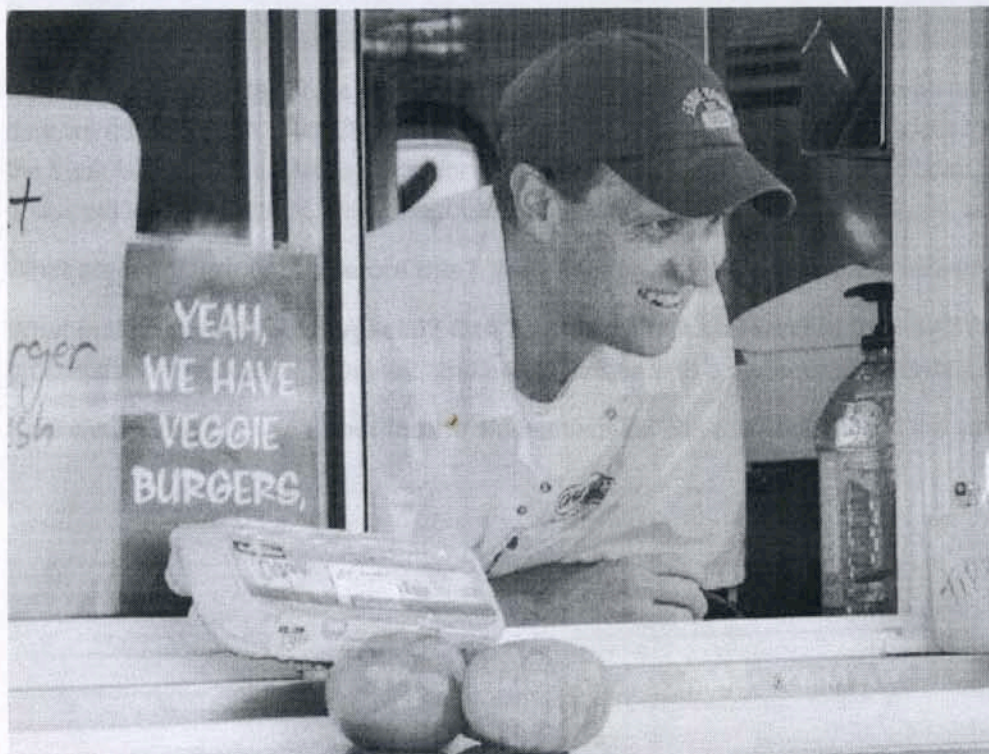


start-up cost and it was a  
appeal to them all us  
ne that is). Many regular  
to call them our Twitter-

**What's on the menu?** Hamburgers, cheeseburgers, veggie burgers, turkey burgers and fries of course! (With occasional specials for special events.)

**How long have you been street fooding?** Just one year.

**How has Twitter affected business?** We have recently started tweeting our locations and specials. It has done wonders for our business and we have recently hit our 1,000th follower.



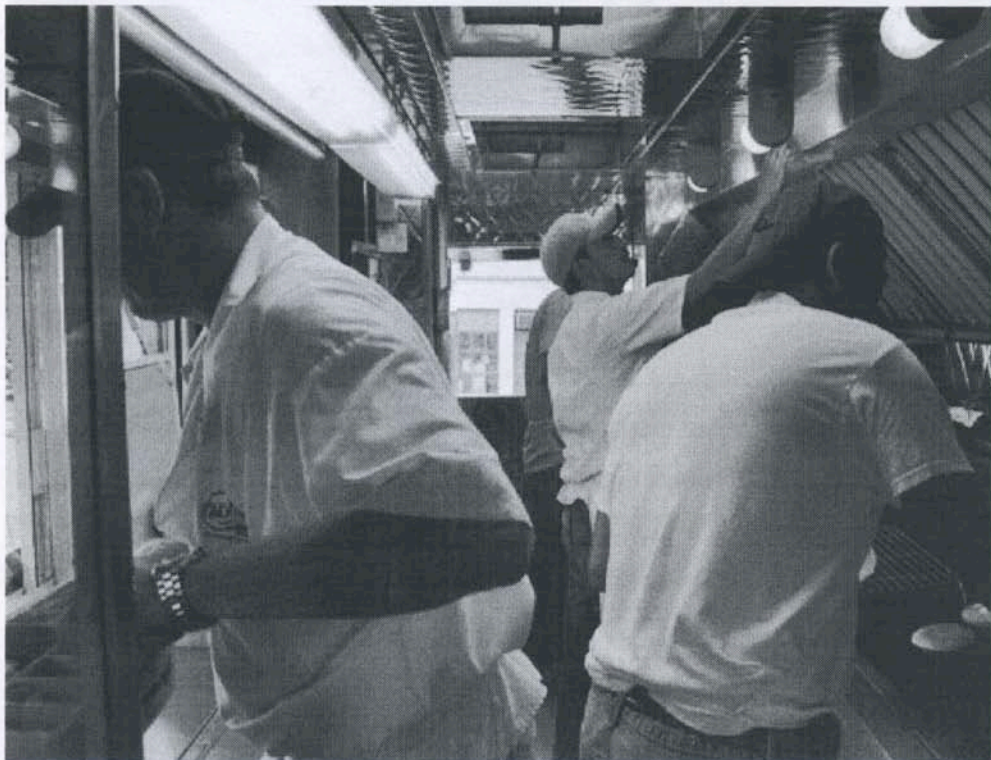
for the entire day and making  
bank, start the generator on  
of the fresh ready-to-be-  
go go go!

use freshly ground beef,

Brian Bottger taking your order.

**Why a mobile business over brick-and-mortar?** It was a combination of the lower start-up cost and it was a fresh concept for us. There are so many different crowds to Durham and we wanted to appeal to them all as opposed to a fixed location.

**Who are your typical customers?** We get everything from students to seniors (citizens that is). Many regular loyal customers who claim to be "hooked" and wouldn't have it any other way. We like to call them our "twitter-stalkers."



**Describe a typical day from start to finish.** We start day by checking our prep list for the entire day and making sure we have enough product for what the schedule entails. Then, time to par out the bank, start the generator on the truck, and play the waiting game for the refrigeration to get nice and cold. Load all of the fresh ready-to-be-grilled patties on the truck, verify the route for the days mission, crank up the grill, and go go go!

**What are/were you doing before this?** Many years spent in the restaurant industry.

**What makes your food so special? Can anything like it be found in the city?** We use freshly ground beef, ground daily at a local meat market, and hand cut fries with a perfectly grill-toasted bun.

**How would you define "street food"?** Something you can eat—standing in the street.



North

only a street food festival but not

**The best street food city and why.** Los Angeles and Portland. They both have a high population of vendors with a nice variation and selection of different foods. And a real appreciation for it.

**Your comfort food after a long day?** Grilled cheese and ramen noodles.

**Advice for an aspiring vendor?** Plan to work long hours—and be hot and sweaty. Be organized. Find good help you feel you can trust, and enjoy the customers! (You never know who might walk by.)