

# Bocado

Chef Todd Ginsberg colors casual concept with fine-dining influences ● BY BRET THORN



When Todd Ginsberg graduated from The Culinary Institute of America in Hyde Park, N.Y., he wanted a career in fine dining.

And he got one. He cooked at the much-lauded Dining Room at the Ritz-Carlton in Atlanta and went on to work for Alain Ducasse in New York and at Lucas Carton in Paris. As chef of Asher restaurant in Roswell, Ga., he picked up a AAA four-diamond award.

But along the way his plan to work in fine-dining changed.

“Now I can’t see myself going back there,” said Ginsberg, chef of the recently opened Bocado, in Atlanta’s West Midtown. “I don’t want to eat that way.”

His focus these days is on “good American food done really, really well,” said Ginsberg, who worked for Bob Amick’s Concentric restaurant group in Atlanta – first as chef of Tap and then at Trois – before opening Bocado last October.

That means a burger made with three types of beef, all hand-ground together: brisket for “that beautiful white fat that brisket often has,” short rib for texture and added “beefiness” and chuck to bring it all together.

Ginsberg doesn’t bore his customers with those details, however. On the menu the Bocado Burger, which sells for \$8.75 at lunch and \$12, with fries, at dinner, is just described as coming with American cheese and house-made pickles.