



Rogers Burgers: The First Caribbean-American Burger Joint in Flatbush Reclaims Flavor and Community



During Black Business Month, Brooklyn's First Haitian-Owned Burger Spot Opens in Little Haiti

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As **August** marks **National Black Business Month**, a powerful new chapter in Black entrepreneurship is being written in Flatbush, Brooklyn—one mouth-watering burger at a time.

Rogers Burgers, co-founded by Haitian-American partners Jonathan and Josue Pierre, is more than just a restaurant — it's a cultural statement, a culinary celebration, and a community anchor. At the corner where Little Caribbean meets Little Haiti in the heart of Flatbush, this bold new burger joint is redefining what it means to serve the neighborhood.

"We wanted to create a place where the community could access quality, fresh, made-to-order American classic burgers infused with the bold flavors of the Caribbean," says **Jonathan Pierre Lafleur**, a seasoned hospitality professional with deep roots in Brooklyn and in the industry. "Growing up, we didn't have a burger spot that represented our culture. Now we do."



As the first Caribbean-owned burger shop in the Little Caribbean-Little Haiti district, Rogers Burgers

is flipping more than patties — it's flipping the script on what fast-casual dining can look like in a neighborhood rich with Black and immigrant history. Featuring flavor-packed burgers like their Yard Burger with jerk aioli and the Creole Burger with house-made pikliz, alongside hand-cut seasoned fries and homemade Caribbean ice cream, the menu proudly reflects the Caribbean diaspora.



But **Rogers Burgers** isn't just about the food: it's proudly driven by impact. As Haitian Americans continue to face systemic barriers — from immigration policies to underrepresentation in economic development — **the Pierres are invested in building something lasting.** The shop provides local jobs, promotes small-batch local sourcing, and reclaims space in a rapidly gentrifying Brooklyn for another culture-driven business.

WHO: Rodgers Burgers

WHAT: opening of the first Caribbean-owned burger shop in the Little Caribbean-Little Haiti district

WHEN AND WHERE TO ENJOY: This **month-long grand opening celebration** invites local leaders, elected officials, and longtime community residents to experience what Rogers Burgers calls "the full flavors of the islands," right down the block.

Whether you're in it for the jerk wings, the Cajun fries, or simply a sense of community, Rogers Burgers is officially open — and here to stay.

