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Umami Burger's brand sizzles with SBE backing

Adam Fleischman gets cooking on a variety of Umami-centric projects, including new restaurants nationwide, a downtown deli and anything else he sets his mind to with help from Sam Nazarian's SBE group.

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Umami Burger, the California burger chain with a modern spin and cross-cultural vibe, has struck a chord with Angelenos and now has the potential to join McDonald's, Fatburger, In-N-Out and Tommy's Hamburgers as one of California's best-known exports. To celebrate, Umami founder Adam Fleischman is building the chain's flagship location in a 3,000-square-foot former spa at the Grove, scheduled to open in late fall. With indoor-outdoor seating for 175, this will be the biggest Umami Burger yet.



Umami Burger is on the verge of a major expansion. (Kirk McKoy / Los Angeles Times)