

"Bizarre but great" Reviewed October 7, 2011 | "Delicious Icelandic spin on the Burger" "ECCELLENTE" Reviewed October 27, 2011 | "Great staff, delicious burgers" Reviewed April 3, 2014 | "Kind of a requirement to go here when you go to reykjavik" Reviewed January 8, 2012 | "Lamb Burger" Reviewed March 23, 2014  
 "Best burger in Reykjavik?" Reviewed November 10, 2011 | "Fun Fun Fun" Reviewed December 17, 2011 | "Hamburger magic" Reviewed April 2, 2014 | "Turning a simple idea into cleverness" Reviewed April 28, 2014 | "Excellent Skyr cake and carrot cake" Reviewed April 7, 2014 | "Top restaurant for Hamburger lovers" Reviewed June 30, 2013

THE ICELANDIC

# HAMBURGER FACTORY

RESERVATIONS: 575 7575 / FABRIKKAN.IS

REYKJAVÍK: TOWER OF HÖFÐATORG / KRINGLAN - AKUREYRI - HÓTEL KEA GROUND FLOOR.

## Pleased to "MEAT" you!



"OUR HAMBURGERS ARE SQUARE - BOTH BUN AND PATTY".

**Ok. You're in Iceland. Most likely for the first time. Not something you do every year, right?** You will probably bathe in the Blue Lagoon and take a road trip to Gullfoss and Geysir. That's all well and good. But neither Geysir's nor waterfalls are something you eat. That's why we have 15 brilliant and creative hamburgers at the Hamburger Factory. And they are all perfectly square. Made from 100% fresh

high-quality ingredients, directly from Icelandic nature. The Hamburger Factory is Iceland's most innovative gourmet burger chain. Packed with burger-craving customers since its opening in 2010, among the regulars is Iceland's best known fisherman, Eric Clapton. We have three wonderful restaurants in Iceland. The mothership opened in 2010 on the groundfloor of the highest tower in Reykjavik,

right opposite Höfði house. Our second one is in Akureyri, the capital of the north. It opened in 2013 on the groundfloor of the historic Hotel Kea in the heart of the town's center. The third one opened in the spring of 2014 in Icelanders' favorite shopping mall, Kringlan. Be sure to stop by before you leave. You will love it. And we will love you back. **Be square and be there!**

WINE

WHITE

Housewine

Villa Lucia Pinot Grigio  
- Italy.

Fresh, fruity with a hint of lemon.

Glass ISK 1,095 / Bottle ISL 4,995

Morandé Chardonnay  
- Chile

Fresh berries and prunes

Glass ISK 1,195 / Bottle ISK 5,995

Voga Pinot Grigio  
- Italy.

Light with a good balance.

Bottle ISK 6,995

RED

Housewine

Grifone Primitivo  
- Italy

Plumes and cherries.

Glass ISK 1,095 / Bottle ISK 4,995

Morandé Cabernet Sauvignon  
- France

Light and dark berries.

Glass ISK 1,195 / Bottle 5,995 kr.

Gnarly Head  
- Italy

Full body with black berries

Bottle ISK 6,995

GLAS (175ML) / FLASKA (750ML)

SODA PITCHERS (1,8 L)  
ISK 1,095

Coke, Coke light, Coke zero  
Sprite, Fanta,  
Sparkling water

CHICKEN WINGS

ISK 1,135 (8 wings)  
ISK 1,555 (12 wings)

BBQ

BBQ wings with a garlic-lime sauce on the side

Hot

HOT wings with a chunky blue cheese sauce on the side

Factory lettuce wraps (4 pcs.)

Pick your own fillings for the wraps. 4 wraps. Chicken, carrots, cucumber, wakame, Icelandic pot barley, pepper and mango salsa. Mango-yoghurt sauce, sweet teriyaki sauce and nut sauce.

ISK 1,555

Factory nachos (to share)

Huge ISK 2,385  
Large ISK 1,555  
(add chicken for ISK 465)

APPETIZERS



Factory Mini Burgers

Four Mini Burgers made from top-quality beef (30g each) with melted cheese.

Choose your dip sauce:  
Factory sauce, sauce Béarnaise, honey-mustard sauce.

ISK 1,765

Taster Platter (3-4 persons)

Chicken wings (HOT or BBQ)

Calamari fritti (deep fried squid)

Factory nachos (handmade)

Cheddar cheese jalapeno poppers

ISK 3,325

CHICKEN TENDERLOINS

ISK 1,555

BBQ

BBQ chicken fillets with a garlic-lime sauce on the side.

Hot

HOT chicken fillets with a chunky blue cheese sauce on the side

Cheddar cheese jalapeno poppers

Served with salsa and honey-mustard sauce.

ISK 1,655

Calamari fritti (Deepfried squid)

Delicious deepfried squid with garlic-lime sauce and a slice of fresh lemon.

ISK 1,655

BEER

LARGE DRAUGHT (0,4L)

ISK 995

Viking Viking Classic

BOTTLE (0,33L)

ISK 995

Viking Gold  
Viking Lite  
Viking Classic  
Carlsberg  
Corona Extra

PARTY JUG OF BEER (1,8L)

ISK 2,995 KR.

(2,4L) ISK 3,995



COCKTAIL IN FISHBOWL! SHARE IT WITH FRIENDS!

RESERVATIONS

Tel: +354 575 7575  
www.fabrikkan.is

# HAMBURGERS

The Factory burgers are grilled **Medium rare (pink in the middle)**, and served with fries and ketchup. For sides, sauces and modifications, check middle of page.



## NO. 13 FAT SIGURJÓN

Fat Sigurjón is a character from Iceland's favorite movie: "Með allt á hreinu".

120 g top-quality beef, sweet bacon, brown peppersauce, slices of Brie, mushrooms grilled with garlic, caramelized red onions, lettuce and tomatoes. Served with cole slaw.

**\*WE RECCOMEND THE ASTRONAUT'S CAKE**

ISK 2,495



## NO. 14 THE BIG BO

The Big Bo is named after the legandary singer Bo Hall who never lets his fans down.

120 g top-quality beef, Havarti spicy cheese, crispy bacon, lettuce, tomatoes, red onions and Factory Honey-Mustard Sauce.

ISK 2,075



## NO. 15 THE TRUCKER

The Trucker is a true leader. Loaded with goodies, he challenges hunger and wins. Goodbye hunger. Goodbye.

120 g top-quality beef, Portobello mushroom grilled with garlic, bacon, cheese, lettuce, tomatoes, red onions, sauce Béarnaise and an egg on top.

ISK 2,495



## NO. 12 ANIMAL PARK

This one is loaded with domestic animals that have lived in Iceland from the time of the settlement.

120 g top-quality beef, 120 g lamburger (lamb), double cheese, bacon, lettuce, tomatoes, red onions, Factory Sauce and an egg on top.

ISK 2,495



## NO. 11 THE PRESIDENT

The President is suitable for roaylty, as well as normal people who like to wear crowns.

120 g top-quality beef, Italian parma ham, slices of Brie, dijon mustard, lettuce, red onions, tomatoes and Chunky-cheese and garlic sauce.

**GO FOR CHICKEN INSTEAD OF BEEF FOR ISK 465**

ISK 2,075

### CHOOSE A BUN

- With sesame seeds
- Without sesame seeds
- Spelt wheat

ISK 0



### MEAT CHANGES

- Chicken breast instead of beef **ISK 450**
- Portobello mushroom instead of beef **ISK 0**
- Double beef **ISK 450**
- Triple Beef **ISK 800**

### CHOOSE FRIES OR SALAD

- Sweet fries instead of regular **ISK 295**
- Salad instead of fries **ISK 0**
- Cole slaw **ISK 245**
- Pickles **ISK 145**

### EXTRA DIPPING SAUCE

- Saucé Bernaise **ISK 255**
- Truffle Saucé Bernaise **ISK 355**
- Cocktail sauce **ISK 155**
- Brown peppersauce **ISK 255**
- Japanese Mayo **ISK 355**
- Japanese chili mayo **ISK 355**
- Regular mayo **ISK 205**
- Bo sauce (honey mustard) **ISK 255**



## NO. 10 MISS REYKJAVÍK

Miss Reykjavik is a proud chicken burger. Attractive. Different. Irresistable.

Grilled chicken breast glazed with mesquite sauce in a spelt-wheat-bun. With sundried tomatoes and peppadew, cheese, lettuce, tomatoes, red onions and mango-yougurt-sauce.

**WE RECOMMEND SWEET FRENCH FRIES FOR ISK 305**

ISK 2,075



## NO. 09 RESCUE (112)

Despite its immense power, the Rescue (112) is not dangerous. But be careful though.

120 g top-quality beef, pepperoni, jalapenos, green and red chillies, cheese, mesquite sauce, lettuce, tomatoes, red onions and Factory Sauce.

**\*GO FOR CHICKEN INSTEAD OF BEEF FOR ISK 465**

ISK 1,975

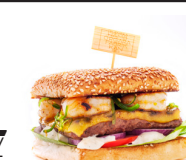


## NO. 08 MORTHENS

If any burger could sing, or paint, it would be our bestseller, The Morthens.

120 g top-quality beef, bacon, mushrooms grilled with garlic, cheese, lettuce, tomatoes, red onions and sauce Béarnaise

ISK 2,075



## NO. 07 SURF & TURF

Local icelandic beef and seafood from the orient. These exotic friends are made for each other.

120 g top-quality beef, tiger prawns grilled with garlic, wakame, cheese, lettuce, tomatoes, red onions and Chunky-cheese and garlic sauce.

ISK 2,495



## NO. 06 EAST COAST BURGER

The East Coast Burger has no connection to the east coast. We just needed a cool name for a hamburger.

120 g top-quality beef, Feta cheese, olive paste, lettuce, tomatoes, red onions and Factory Sauce.

ISK 1,865



## NO. 05 THE BBQ

Taste The BBQ and your stomach will become like a modern museum of goodies.

120 g top-quality beef, mushrooms grilled with garlic, cheese, lettuce, tomatoes, red onions and BBQ sauce.

ISK 1,865



## NO. 04 ARIBA, SON OF SALSA

Ariba, son of Salsa, was Iceland's first astronaut. Actually... that's a lie. But this mexican burger tastes like the truth. So help me God.

120 g top-quality beef, tomato salsa, sour cream, guacamole, crispy nachos, cheese, lettuce, tomatoes and red onions.

**\*GO FOR CHICKEN INSTEAD OF BEEF FOR ISK 465**

ISK 1,865



## NO. 03 MR. ROCK

Mr. Rock bears the nick name of the the late rock & roll leg-end Rúni Júl. Loved by all and missed by all.

120 g top-quality beef, bacon, melted blue cheese, lettuce, tomatoes, red onions, Factory Sauce and an egg on top.

Rúni's life-size bronze statue stands in our restaurant in Akureyri

ISK 2,075



## NO. 02 THE LAMBURGER

Made from fresh Icelandic lamb meat, it will make your taste buds cry from sheer happiness.

120 g Lamburger (lamb), mushrooms grilled with garlic, cheese, lettuce, tomatoes, red onions and sauce Béarnaise

**\*WE RECOMMEND SWEET FRENCH FRIES FOR ISK 305**

ISK 2,075



## NO. 01 FACTORY BURGER

Our first design. The model on which all the others are based. No pretending here.

120 g top-quality beef, cheese, lettuce, tomatoes, red onions and Factory Sauce.

**\*DOUBLE THE BEEF FOR ISK 465**

ISK 1,765

## SANDWICHES



### NEW DANISH PULLED PORK SANDWICH

BBQ smoked pulled pork sandwich. Served in a seedless square bun with japanese mayo and rucola. Comes with fries and cole slaw.

ISK 2,495



### THE FACTORY CLUB

Three-tiered club sandwich with a grilled chicken breast, loads of crispy bacon, guacamole, Boston lettuce and tomatoes.

Served in a seedless bun with fries.

Hot or mild? You choose the sauce! Japanese Chili mayo or The Factory Honey mustard sauce.

ISK 2,495

## MEAT & CHICKEN



### THE DREAM

A divine steak burger made from the best part, ground beef tenderloin. Grilled to a medium rare perfection with melted cheese on top. Served "naked" in a seedless square bun with Truffle Sauce Béarnaise and french fries.

ISK 3,115



### THE FACTORY CHICKEN BREAST

Grilled chicken breast with Brie, Parma ham, Icelandic pot barley, mango salsa and coconut curry sauce. Served with a side salad.

ISK 3,115



### THE LAST SUPPER OF THE COLD WAR

..... ONLY - in - HÖFÐATORG .....

Grilled lamb tenderloins with dill-aioli potato cubes, root vegetables, Portobello mushrooms and port gravy. This delicious dish was enjoyed by Reagan and Gorbachev during the Höfði summit in 1986.

ISK 4,775

(only available in Reykjavik)

## RIBS

The Factory Ribs are served grilled, falling off the bone with french fries and cole slaw.



### BABYBACK BBQ

Brushed with The Factory BBQ sauce.

ISK 3,425



### BABYBACK BBQ HOT

Rubbed with dried chili and brushed with The Factory BBQ sauce.

ISK 3,425



### SPARE RIBS BBQ

Brushed with The Factory BBQ sauce.

ISK 3,425

## SALADS



### FACTORY'S CAESAR SALAD

A proper Caesar salad. Boston lettuce and with chicken breast, parmesan cheese, roasted nuts, bell peppers, cucumber, tomatoes and croutons.

ISK 2,075



### FACTORY SALAD WRAPS (8 pcs.)

Pick your own fillings for the wraps. Chicken, carrots, cucumber, wakame, bell peppers, Icelandic pot barley and mango salsa. Mango-yoghurt sauce, sweet teriyaki sauce and nut sauce.

ISK 2,075



### FACTORY SALAD

Boston and rucola salad tossed in Factory dressing with Brie, nachos, crispy bacon, bell peppers, mango salsa, croutons and red onions.

Served with a garlic-lime sauce.

ISK 1,975



### GREEK SALAD

The original greek salad. When Jennifer Aniston shows up she will probably have the Greek salad. For she is of Greek heritage and was born Jennifer Anastassakis. But that's another story.

The salad is delicious. With Boston lettuce, rucola salad, red onions, bell peppers, tomatoes, cucumber, black olives, Feta cheese, oregano, extra virgin olive oil, salt and pepper.

ISK 1,865

# HOW TO FIND US

The Hamburger Factory has three restaurants in Iceland



**The Tower of Höfðatorg.** On the groundfloor of the tallest tower in Reykjavik, right opposite Höfði



**Kringlan shopping mall.** In the former Hard Rock Café location in Icelanders' favorite shopping mall, Kringlan.



**Akureyri.** On the groundfloor of the historic Hotel Kea in the heart of Akureyri's town center - the capital of the north.

## DESSERTS

### GROWN-UP'S ICE CREAM

More or less fully grown-up.  
3 scoops, hot caramel sauce,  
Daim and Toblerone chips, cream,  
kókosbolla (Icelandic soft sweet  
with coconut) and chocolate sauce.  
ISK 1,095

### FACTORY SKYR CAKE

If there was any way to describe it in  
words, we would.  
ISK 1,095

### FACTORY MILKSHAKE

Strawberry, chocolate, vanilla,  
caramel, liquorice or coffee flavors.  
ISK 895

### THE DREAM SHAKE

Vanilla ice cream shake with a  
chopped icelandic candy bar inside  
and chocolate- and liquorice sauce.  
ISK 995

### BANANA SPLIT

A good old-fashioned banana split.  
2 scoops of ice cream, banana, whipped  
cream, hot caramel sauce, Daim and  
Toblerone chips, chocolate sauce  
and a strawberry on top.  
ISK 1,195

### CARROT CAKE

A carrot cake that reaches  
new heights. Three-tiered.  
ISK 1,095

### FACTORY ICE CREAM

3 scoops of our own handmade  
cappucino-caramel ice cream with  
sugar-roasted nuts, whipped cream and  
hot caramel sauce. Out of this world!  
ISK 1,095

### ASTRONAUT'S CAKE

A delicious caramel cake with pecan  
nuts, walnuts, milk chocolate and white  
chocolate. Served with vanilla ice cream  
and a hot caramel sauce.  
ISK 1,095

### GROWN-UP'S MILKSHAKE

You choose the flavour.  
We'll add a shot of Kahlua or Jack Daniels.  
We recommend coffee or  
chocolate flavour.  
ISK 1,395



### DEVIL'S CAKE

Belgian chocolate cake with a heavenly  
chocolate mousse. Served with whipped  
cream or vanilla ice cream.  
ISK 1,095

### HAMBURGER MUFFIN

A delicious muffin that looks  
like a hamburger. How cute, right?  
ISK 695

## SIMMI AND JÓI ARE THE CREATORS OF THE HAMBURGER FACTORY

After a successful career in  
TV and radio, Simmi and Jói  
decided to catch up on an  
old dream and open their own  
restaurant in April 2010.  
The whole process was  
documented and became  
the hit reality TV series,  
"Simmi, Jói and the  
Hamburger Factory".



Get the DVD  
for only ISK 1.995  
ENGLISH SUBTITLES.



## BIRTHDAY GIRLS AND BOYS

Birthday girls and boys get a  
free Factory ice cream.

Let us know if there is a  
birthday girl or boy in your  
group and we will take care  
of the rest.

**Happy birthday!**



# #fabrikkann

[www.instagram.com/fabrikkann](http://www.instagram.com/fabrikkann)

## THE SKYR CAKE

**Erla Ívarsdóttir, chef at Geirland  
near Kirkjubæjarklaustur, is the  
creator of the skyr cake served  
at the Factory.**

Erla, born in Patreksfjörður in 1944,  
grew up on her parents' farm at  
Rauðasundur on the north-west  
coast of Iceland, before going to

Reykjavik at the age of 18 to study  
at the Home Economics school in  
Reykjavik. After having worked for a  
while in restaurants and cafeterias in  
Reykjavik, she began studying at the  
Technical School in Reykjavik and  
graduated as a chef in 1970, the first  
woman to do so in Iceland. Erla has  
worked continuously in the field since  
then and currently runs Hotel Geir-  
land near Kirkjubæjar-klaustur, a pop-  
ular destination among travellers, both  
Icelandic and foreign. This was where  
Simmi and Jói tasted the cake during  
the summer of 2009 and borrowed  
the recipe. "Cheesecakes were once  
so popular and I thought of developing  
the cheesecake idea further by using  
skyr instead of cheese.

It was a great success and the skyr  
cake has always been very popular on  
my menu", says Erla.  
And no wonder, it is absolutely  
heavenly - as is Erla.



The first woman to graduate a chef from the  
Technical School.

## TEA AND COFFEE

**Americano**  
ISK 395

**Espresso**  
ISK 395

**Double Espresso**  
ISK 455

**Macchiato**  
ISK 455

**Double Macchiato**  
ISK 515

**Cappuccino**  
ISK 525

**Double Cappuccino**  
ISK 585

**Café Latte**  
ISK 495

**Double Café Latte**  
ISK 555

**Swiss Mocha**  
ISK 625

**Small pot**  
ISK 495

**Large pot**  
ISK 595

**Hot chocolate**  
ISK 565

**Tea**  
ISK 395



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