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Brooklyn Children's Museum Welcomes Rogers Burgers as New Culinary Program Partner

—The Museum celebrates Brooklyn's Caribbean and Black heritage by teaming up with the Caribbean-inspired smash burger restaurant—



Co-Founders of Rogers Burgers, Josue Pierre and Jonathan Pierre-Lafleur. Photo credit: Asar John/BK Reader

(Brooklyn, NY)—[Brooklyn Children's Museum](#) (BCM) is proud to welcome [Rogers Burgers](#) as the second participant in its *Culinary Residency Incubator Support Program (CRISP)*, a program launched to support local neighborhood entrepreneurs and small culinary businesses.

Based in Flatbush, **Rogers Burgers** is a Caribbean-American burger brand founded by partners Josue Pierre and Jonathan Pierre-Lafleur. Its four-month residency begins at BCM on Sunday, March 1.

“We’re thrilled to welcome Rogers Burgers as our newest CRISP vendor. The program positions BCM as both a cultural and economic hub that supports the growth of Brooklyn children, families and businesses,” says **Atiba T. Edwards, President and CEO of Brooklyn Children’s Museum**. “Rogers Burgers is a great choice for this program as a growing business that reflects the creativity, cultural pride, and entrepreneurial spirit that define Flatbush and Central Brooklyn.”

Rogers Burgers will operate at BCM Wednesdays through Sundays, 11:00 AM – 5:00 PM, offering a curated, family-friendly menu featuring:

- Kid-friendly options tailored for young Museum visitors
- The Créole Burger, recognized by *The New York Times* and *New York Magazine* for its bold Caribbean flavor profile
- Rogers Classic Cheeseburger
- Crispy Chicken Tenders for kids
- Fresh Salad options

Rogers Burgers’ menu blends classic American burgers with Caribbean flavors, underscoring the brand’s cultural roots in Flatbush. As part of CRISP, Rogers Burgers will participate in culinary programming and family-centered activations throughout the residency.

CRISP is supported by a \$100,000 grant from the **Wells Fargo Foundation**, which enables BCM to waive the monthly fee for resident businesses, purchase essential equipment and supplies, enhance its pop-up cafe’s visibility, and host food-based workshops for the community led by its entrepreneurs-in-residence. The program supports local food entrepreneurs and small businesses in building lasting relationships with Brooklyn customers.

BCM anticipates connecting resident businesses with 15,000 - 20,000 Museum visitors each month (60,000 - 80,000 over the course of their residency), providing the opportunity to grow their customer base and refine their business model.

“Programs like CRISP lower barriers for small businesses by connecting local entrepreneurs to thousands of families inside trusted institutions,” said **Co-Founder of Rogers Burgers, Josue Pierre**. “This residency allows us to grow sustainably while staying rooted in community.”

“This is about representation and access. Being a Caribbean-owned business inside the Brooklyn Children’s Museum is powerful — visitors experience bold, comforting food alongside a story that reflects Brooklyn’s diversity,” said **Co-Founder of Rogers Burgers, Jonathan Pierre-Lafleur**.

About Brooklyn Children’s Museum

Inspired by the energy and diversity of our borough, Brooklyn Children’s Museum creates experiences that ignite curiosity, celebrate identity, and cultivate joyful learning. Founded in 1899 as the world’s first children’s museum, Brooklyn Children’s Museum is New York City’s largest cultural institution designed especially for families. Proudly based in Crown Heights,

Brooklyn, BCM serves 300,000 children and caregivers annually through exhibits and programs grounded in visual arts, music and performance, natural science, and world cultures.

For more information, visit www.brooklynkids.org.

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