



THE WORLD'S MOST
Fabulous
CHEESECAKE®



NEW YORK CHEESECAKE ■ A BROOKLYN ORIGINAL

The World's Most Fabulous **CHEESECAKE®**

HAIL A TAXICAB
ANYWHERE IN
NEW YORK CITY
AND TELL THE
DRIVER, "TAKE
ME TO THE BEST
CHEESECAKE IN
NEW YORK." ODDS
ARE YOU'LL END
UP AT JUNIOR'S.



Founded by Harry Rosen in 1950, Junior's landmark restaurant is known as the home of New York's best cheesecake. For decades, Brooklynites (and other New Yorkers) have come here to eat, laugh, argue, and kibitz over cheesecake.

In the 1950s, an entire generation came of age at Junior's. Our cheesecake was as important as the Brooklyn Dodgers, the Fox Theater, Coney Island, or Brighton Beach. Today, our loyal customers come from every corner of the world and from all walks of life: famous mayors, presidents, Hall of Fame athletes, authors, singers, movie stars—you name it. In fact, the old adage is as true today as it was over 70 years ago when we started: you haven't really lived until you've had cheesecake from Junior's.



Fun Fact

Founder Harry Rosen and his master baker Eigel Petersen crafted the secret formula for Junior's Famous Cheesecake, the same recipe we use today. "It's hard to build a reputation... It's even harder to keep it" (H. Rosen).

Most Fabulous LOCATIONS



BROOKLYN

Brooklyn: Home of the World's Most Fabulous Cheesecake

Almost any day of the year, there's a family at Junior's celebrating a birthday, an anniversary, a graduation, a homecoming—you name it. Overstuffed deli sandwiches, famous 10oz. steakburgers, fish, ribs, chicken, and, of course, our extensive dessert selection. You'll dine in an atmosphere that's fun and friendly. Our beautiful full-service bar features Brooklyn memorabilia.

Junior's Restaurant Brooklyn

386 Flatbush Avenue Extension at DeKalb • 718-852-5257

45TH STREET – TIMES SQUARE

Junior's at the Crossroads of the World

Junior's on Broadway is the ideal location whether you're seeing a show or just in need of a great stop in the heart of the city. This spectacular restaurant features outdoor dining on our patio during the summer, a full-service bar, and a beautiful dining room. It's a taste of Brooklyn in the heart of Manhattan!

Junior's Restaurant Times Square

45th Street between Broadway and 8th Avenue • 212-302-2000



49TH STREET – TIMES SQUARE

In the Heart of Manhattan

Just steps from Times Square, Junior's on 49th Street features moving lights and stainless steel reminiscent of our landmark Brooklyn location. With a full menu featuring all of our famous offerings—from steakburgers to seafood combos and Roumanian tenderloin—you'll have a true New York dining experience. Takeout, counter seating, and full-service bar available.

Junior's Restaurant 49th Street

1626 Broadway at 49th Street • 212-365-5900



FOX TOWER AT FOXWOODS

Closer Than You Think

Our first great adventure outside of New York, set amid the energy and excitement of Foxwoods Casino. A Brooklyn-themed setting featuring a lively full-service bar, Junior's at the Fox Tower serves all the comfort classics—from burgers, and overstuffed sandwiches, to seafood, salads, and our famous desserts.

Junior's Restaurant Fox Tower at Foxwoods Resort & Casino

39 Norwich Westerly Rd., Mashantucket, CT 06338 • 860-312-CAKE (2253)



JUNIOR'S AT LAGUARDIA

New York's Best Cheesecake is Now in LaGuardia Airport

Catch a quick bite before or after your flight or a cheesecake on the fly.

Junior's To-Go, LaGuardia Airport

LaGuardia Airport, Terminal B • 718-533-3400



LAS VEGAS

Our Newest Location in Las Vegas

The renowned New York restaurant has arrived on the Las Vegas Strip. This sixth U.S. location and first on the West Coast offers a 300-seat venue with full-service breakfast, lunch, dinner, late-night menu, bar, and its legendary cheesecakes!

Resorts World Las Vegas

3000 S Las Vegas Blvd, Las Vegas, NV 89109 • (702) 676-6963



1950s
A NEW YORK
TRADITION
BEGINS



Ebbets Field

In 1955, the Brooklyn Dodgers won the World Series. They played their last game at Ebbets Field in 1957.



Master Baker

Eigel Petersen helped to create the magic formula for Junior's cheesecakes, the same recipe we use today.



Opening Day

The doors to Junior's officially opened on Election Day, 1950, introducing New Yorkers to the World's Most Fabulous Cheesecake.

1990s
A NEW
GENERATION



Happy Birthday

The Brooklyn Bridge turned 100 in 1983. Brooklynites celebrated with fireworks over the East River.



Grand Reopening

Harry Rosen at the event in May 1982 thanking God, thanking Brooklyn, thanking everyone for coming.



Save the Cheesecake!

On August 17, 1981, firefighters responding to a fire at Junior's were met with onlookers chanting, "Save the cheesecake, save the cheesecake!"



A New Generation

A new generation of Rosens heads the world famous Junior's in Brooklyn.



A New York Landmark

Mayor Giuliani dedicates the corner of Flatbush and DeKalb Avenues in honor of Harry Rosen.



Say 'Cheesecake,' Mr. President!

President Clinton poses with our staff during a campaign visit to our Brooklyn restaurant.

2000s
NEW
ADVENTURES



Most Fabulous Delivery

More people than ever before are having Junior's delivered to their homes.

2020s
HAVE
JUNIOR'S
DELIVERED



New in 2018

Our Cake Shakes take social media by storm!



***Add a plain cheesecake to your order. Look for our plainly fabulous offer on p31.**

1960s THE TRADITION CONTINUES



Elect Kennedy

Bobby Kennedy campaigned in Brooklyn. Here he is in 1965 when he pledged to help keep the Navy Yard open.



How to Win

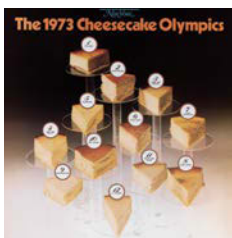
The Brooklyn Dodgers knew how to win: when you get knocked down, you get up again—the eternal secret to success.



88 at a Time

We continued to bake cheesecake in batches of 88, hand-blending each batch for consistency. We still do this today.

1980s CHEESECAKE FOR EVERYONE



Most Fabulous

In 1973, Junior's cheesecake won New York Magazine's competition for "New York's Best Cheesecake."



Coney Island Cyclone

The Cyclone roller coaster, built in 1927, is still diving, whipping, rolling, and terrifying riders today.

1970s WE'RE NUMBER 1!



Our First Cookbook

Welcome to Junior's! is published in 1999, featuring a history of Junior's and Brooklyn as well as the recipe for our award-winning cheesecake.



Across the River

New restaurants in Grand Central (2000), Times Square (2006), Foxwoods Casino in Connecticut (2008), and LaGuardia Airport (2018).



The Best!

Mayor Michael Bloomberg tasted our cheesecake at the grand opening of our landmark location restaurant in Times Square.



We're Number 1 Again

Voted Best Overall Mail-Order Cheesecake, Wall Street Journal, 2006.



Junior's on 49th Street

Just steps from Times Square in the heart of Manhattan, our newest restaurant is reminiscent of our original 1950s location.



Welcome Nets!

In 2012 Junior's welcomes the Nets to their new Brooklyn home at the Barclays Center, just blocks from our landmark restaurant.



Cheesecake for the President

President Obama visits Junior's in October 2013. He bought an Original and Strawberry Cheesecake to eat on Air Force One.

2010s WE'RE NUMBER 1!

THE ORIGINAL

New York Cheesecake

The cake that
started it all!



Smooth and light, soft and creamy, heavenly and delicious. The Junior's cake that started it all. Our Original New York Cheesecake is always baked fresh on a delicious bottom layer of buttery light sponge cake. Rated the best overall cheesecake by *The Wall Street Journal*.

8" Net wt: 3 lbs., Serves 10-12
\$55.95



WHAT A
SAVINGS!

A PLAINLY FABULOUS OFFER

Add an Original NY
Cheesecake to your
order for only

\$34.99

and it ships **FREE!**

*See page 31 for details.



10" 6LB ORIGINAL

*New York
Cheesecake*

Serves up to 20 people!!!

Added by popular demand!
Our Original New York
Cheesecake is now available
in an impressive 6 lbs.
"steakhouse" size! Feed
a crowd up to 20, or tuck
some away in the freezer
for future cravings.

10", Net wt: 6 lbs.
Serves up to 20
\$73.95*

New!



6 lbs!



Most Fabulous FRUITS

RASPBERRY SWIRL

Set your taste buds awhirl with a raspberry swirl! Enjoy the smooth richness of Junior's Original Cheesecake blended with a delicious swirl of fresh raspberry puree.

8", Net wt: 3 lbs.
Serves 10-12
\$55.95

Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**

*See p31 for details





PINEAPPLE CHEESECAKE

Our Original New York Cheesecake, topped with pineapple filling, finished with our signature macaroon crunch, baked in a sweet pie dough shell.

8", Net wt: 4.25 lbs.
Serves 10-12
\$67.95*



Most Fabulous FRUITS

Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**
*See p31 for details



STRAWBERRY Cheesecake

Our Original New York Cheesecake, topped with strawberry pie filling, finished with our signature macaroon crunch, baked in a sweet pie dough shell.

8", Net wt: 4.25 lbs.
Serves 10-12
\$67.95*

Fun Fact

Junior's goes through 3.6 million strawberries, about 3.65 million eggs, 2.5 million pounds of cream cheese, 600,000 pounds of sugar, 500,000 teaspoons of vanilla, and 100,000 quarts of heavy cream every year. The total weight of this New York cheesecake mixture equals 5 million pounds!



KEY LIME PIE CHEESECAKE

Our Original New York Cheesecake with a generous layer of homemade key lime pie baked on a classic graham crust and topped with fresh whipped cream.

8", Net wt: 3.5 lbs., Serves 10-12, **\$61.95***



STRAWBERRY SHORTCAKE CHEESECAKE

Strawberry-blended cheesecake with surrounding layers of homemade yellow cake, strawberry preserves, and fresh whipped cream. Hand frosted with buttercream and decorated with a strawberry buttercream border.

8", Net wt: 3.5 lbs., Serves 10-12, **\$61.95***



Most Fabulous SAMPLERS

FAVORITES LITTLE FELLA[®] SAMPLER

Our bestselling cheesecakes in a smaller size that's still a lot more than a mouthful! Features 18 cakes that are 4 oz. each. Perfect to share with friends or to save for yourself. Six of each flavor: Raspberry Swirl, Devil's Food, and Red Velvet.

*Remove from package frozen. Defrosts in one hour.

18pc, Net wt: 4.5 lbs,
Serves 18
\$82.95*





Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**

*See p31 for details

ORIGINAL NEW YORK LITTLE FELLA®

These mini versions of our Original New York Cheesecake are perfect for parties and can be served with a variety of toppings. Includes 18 Little Fella 4 oz. cheesecakes. **Also available in no sugar added (p.28).**

*Remove from package frozen.
Defrosts in one hour.

18pc, Net wt: 4.5 lbs.
Serves 18
\$76.95*

Most Fabulous SAMPLERS

THE BEST OF JUNIOR'S 8" FOUR-FLAVOR SAMPLER

Enjoy our award-winning cheesecake flavors, direct from our bakery. Divided into quarters, these include our Original New York, Raspberry Swirl, Brownie Marble, and Apple Crumb cheesecakes.

8", Net wt: 3 lbs.
Serves 10-12
\$60.95

BEST OF JUNIOR'S 10" SAMPLER EXTRA LARGE

Four extra large quarter-wedge slices of our proven cheesecake crowd pleasers: Original New York, Strawberry, Brooklyn Crumb, and Brownie Explosion. Serves 20.

10", Net wt: 5 lbs.
Serves 20
\$84.95*





5 lbs!

Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**

*See p31 for details

Cheesecake Handling Suggestions

When you receive your Junior's Cheesecake, we know you'll be so excited! Remove it from the packaging and place in the refrigerator or freezer on the day it is delivered. Our cakes will stay fresh 5-7 days in the refrigerator and 6 months in the freezer. If you plan to serve right away, place the cake on the counter to defrost for a few hours. Junior's Cheesecakes are best served at room temperature. Our fruit-filled cheesecakes and layer cakes can be served chilled but thoroughly defrosted. Defrost overnight in the refrigerator, remove from the packaging, and place on counter 4 hours prior to serving. Refrigerate any unused portion as soon as possible. Cheesecakes can be refrozen. *Cheesecake minis defrost in one hour.

Most Fabulous CRUMB CAKES



CHERRY CRUMB CHEESECAKE

Our Original New York Cheesecake on a base of luscious cherries and topped with homemade cinnamon streusel.

8", Net wt: 3 lbs.
Serves 10-12
\$55.95

Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**

*See p31 for details

Fun Fact

Junior's was named after Harry Rosen's two sons. The third generation of the Rosen family is now at the helm, carrying on the tasty tradition.





BROOKLYN CRUMB CHEESECAKE

Our delicious cinnamon streusel tops this borough favorite, made with thick layers of moist yellow cake and our Original New York Cheesecake.

8", Net wt: 2.75 lbs., Serves 10-12, **\$55.95**



APPLE CRUMB CHEESECAKE

Our Original New York Cheesecake baked around tart apples and cinnamon, finished with a delicate streusel crumb topping.

8", Net wt: 3 lbs., Serves 10-12, **\$55.95**

Most Fabulous SEASONAL



PUMPKIN PIE CHEESECAKE

Our Original New York Cheesecake baked atop a generous layer of homemade pumpkin pie filling. We bake this beautiful cake on a classic graham crust made with freshly grated cinnamon and nutmeg and finish it with a layer of delicious pumpkin buttercream.

8", Net wt: 3.5 lbs.
Serves 10-12, **\$61.95***

RUGELACH

Raisins, cinnamon, and walnuts rolled in luscious cream cheese dough and baked to a golden brown.

Net wt: 2 lbs.,
Serves 12, **\$55.95**





Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**

*See p31 for details

PUMPKIN CHEESECAKE

A seasonal classic. Fresh pumpkin blended with our Original New York Cheesecake. Outrageously smooth with cinnamon overtones.

8", Net wt: 3 lbs., Serves 10-12, **\$55.95**



CARROT CAKE CHEESECAKE

Our Original New York Cheesecake layered with a traditional carrot cake made with fresh carrots and cinnamon. Finished with Junior's own cream cheese frosting.

7", Net wt: 3.25 lbs., Serves 8-10, **\$61.95***

Most Fabulous HOLIDAY.



HOLIDAY LITTLE FELLA® SAMPLER

Celebrate the holidays with this festive sampler featuring 18 Little Fellas (6 of each): Strawberry Swirl Christmas Cheesecake, Devil's Food Cheesecake, and Red Velvet Cheesecake. Each weighs 4 oz. so they're perfect for sharing. *Remove from package frozen. Defrosts in one hour.

18pc, Net wt: 4.5 lbs.,
Serves 18, \$82.95*

Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**

*See p31 for details



WHITE CHOCOLATE RASPBERRY CHEESECAKE

Our Original New York Cheesecake blended with white chocolate, swirled with fresh raspberry puree, and baked on a chocolate cookie crust. Finished with a raspberry mirror and a frill of white chocolate mousse.

8", Net wt: 3 lbs., Serves 10-12 \$61.95*

Special Edition

STRAWBERRY CHRISTMAS CHEESECAKE

Our most beautiful Christmas cake yet! Our Original New York Cheesecake swirled with real strawberry puree on a classic graham-cracker bottom, hand decorated with a buttercream border, and finished with red and green chocolate curls.

8", Net wt: 3.25 lbs., Serves 10-12, **\$61.95***



RED VELVET CHEESECAKE

The traditional favorite with a Junior's twist. Homemade moist Red Velvet cake layered with our Original New York Cheesecake and our famous cream cheese icing. Finished with Red Velvet cake crumbs and even more delicious icing.

7", Net wt: 3.25 lbs., Serves 8-10, **\$61.95***



Most Fabulous

OREO[®]
cheesecake

New!



OREO[®] CHEESECAKE

The combination of two iconic classic sweets. Our Original New York Cheesecake is blended with pieces of Oreo, topped with an Oreo buttercream, finished with whole Oreos, chocolate fudge frosting, baked in a chocolate cookie crust.

8", Net wt: 3 lbs.
Serves 10-12
\$61.95*



Most Fabulous **CHOCOLATE**

DEVIL'S FOOD CHEESECAKE

Our Original New York Cheesecake meets our famous Devil's Food Cake in this new classic featured on Food Network's "Throwdown with Bobby Flay." Layers of rich chocolate cake and fudge frosting adorned with devilishly large chocolate shavings.

7", Net wt: 3.25 lbs.
Serves 8-10
\$61.95*



CHOCOLATE MOUSSE CHEESECAKE

Our Original New York Cheesecake topped with a generous layer of homemade chocolate mousse, covered with chocolate ganache and mini chocolate chips along the sides.

7", Net wt: 3.5 lbs., Serves 8-10, **\$61.95***



Most Fabulous CHOCOLATE

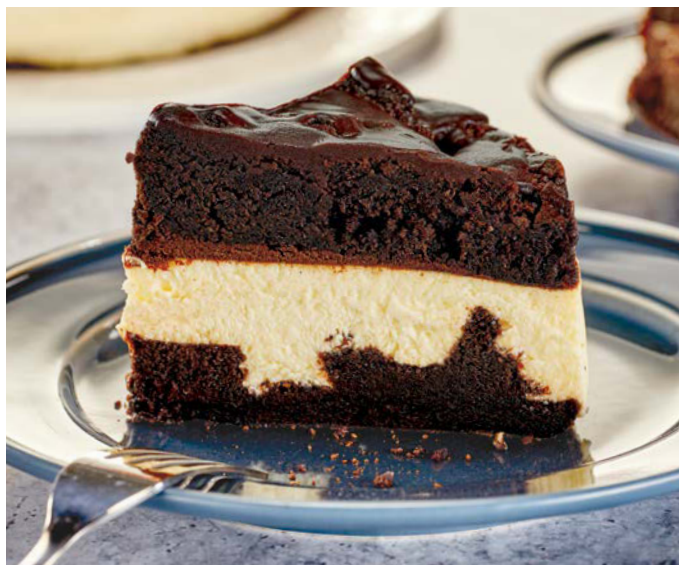
Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**
*See p31 for details



BROWNIE EXPLOSION CHEESECAKE

Our Original New York
Cheesecake loaded inside
and out with mounds of
homemade brownies.

8", Net wt: 3.5 lbs.
Serves 10-12
\$61.95*





CHOCOLATE FUDGE SKYSCRAPER LAYER CAKE

The most decadent chocolate cake for the chocolate lovers! Rich and moist chocolate cake, with layers of chocolate fudge and chocolate ganache, topped with chocolate fudge icing!

7", Net wt: 4.5 lbs.

Serves 8-10

\$61.95*

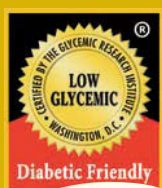


Sweet! NO SUGAR ADDED

8" NO SUGAR ADDED CHEESECAKE

Our Original New York Cheesecake, but with no added sugar. Same great taste. Made with Xylitol (22g), all-natural sweetener.

8", Net wt: 3 lbs., Serves 10-12
\$55.95



NET CARBS
3 grams
per serving



NET CARBS
3 grams
per serving

NO SUGAR ADDED LOW CARB ORIGINAL NEW YORK LITTLE FELLA®

A no sugar added version of our Original New York Little Fella®. Includes 18 Little Fella 4oz. cheesecakes. Made with Xylitol (18g), all-natural sweetener. Remove from package frozen. Defrosts in one hour.

18pc, Net wt: 4.5 lbs., Serves 18, **\$76.95***

Add an Original
NY Cheesecake for
ONLY \$34.99
and it ships **FREE!**

*See p31 for details

Most Fabulous CELEBRATIONS



CELEBRATION CHEESECAKE

Our Original New York Cheesecake
between layers of buttery confetti cake and vanilla
frosting, blended and finished with rainbow sprinkles.

7", Net wt: 3.25 lbs., Serves 8-10
\$61.95*



Add an Original
NY Cheesecake for

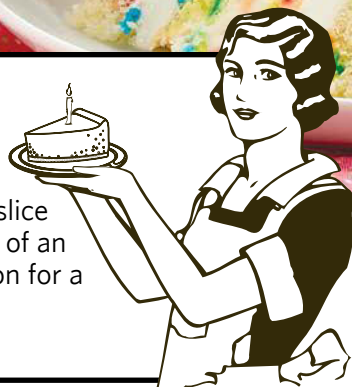
ONLY \$34.99
and it ships **FREE!**

*See p31 for details

Enjoy a **FREE SLICE** on Your Birthday!

Join our Birthday Club email list and receive a free slice
of our world famous cheesecake with the purchase of an
entrée in the restaurant. Or, enjoy a discount coupon for a
cheesecake delivered to your door!

Visit juniorscheesecake.com to sign up now!



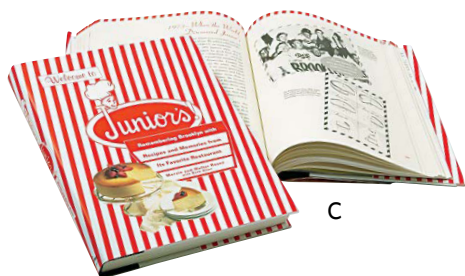
Most Fabulous COLLECTIBLES



A

A. Junior's Mugs

"All you want, as you want it." That was Harry Rosen's philosophy about our bottomless cup of coffee. Made from restaurant quality china and imprinted with our logo. Holds 12 oz. **\$18.00**



C

C. Welcome to Junior's Cookbook

Welcome to Junior's! Remembering Brooklyn with Recipes and Memories from Its Favorite Restaurant. **\$24.95**



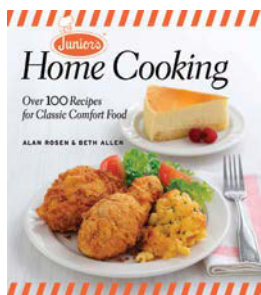
B

B. Junior's Cheesecake Cookbook

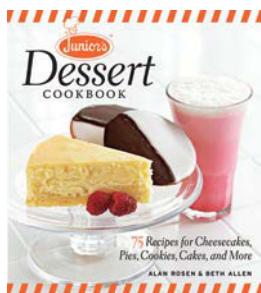
Bake our Most Fabulous Cheesecake at home. Featuring step-by-step instructions and photos of our 50 most famous cheesecakes. **\$22.95**

D. Junior's Home Cooking Book

Our newest book features over 100 recipes for classic comfort food along with stories that have been passed down through generations of the Rosen family. The family-friendly dishes are presented in Junior's signature style: all dishes are delicious, "bigger and better than ever," and perfect for both family meal and holiday table. **\$22.95**



D



E

E. Junior's Dessert Cookbook

Now you can create over 75 delicious desserts just like we serve at Junior's. Includes sugar-free cakes, specialty ice cream sundaes and shakes, chocolate egg creams, our delicious cakes and cheesecakes, and more. **\$22.95**



F

F. Junior's T-Shirt

Show your love for Junior's "Most Fabulous Cheesecake" with this vintage style, preshrunk, full cut, crew neck T-shirt. Available in grey or white fleck. All sizes Small to 2XL. **\$28.95**



G

G. Junior's Baseball Cap

Available in S/M or L/XL, this fitted black cap features the Junior's logo on the front and the logo along with "Brooklyn, NY" on the back. **\$19.95**



H

H. Deluxe Coffee Mug Set

"All you want, as you want it." That was Harry Rosen's philosophy of our bottomless cup of coffee. This set includes: one vintage 12 oz. coffee cup made from restaurant quality china and imprinted with our logo; one 12 oz. bag of our Brooklyn Blend coffee. **\$24.99**





CHECK OUT JUNIORSCHEESECAKE.COM

For Additional Cakes & Seasonal Products

Ordering is a
**PIECE OF
CAKE**



Gift Cards and E-Gift Cards available for use in our restaurants and online.

NUMBER OF CAKES	2-DAY SHIPPING	NEXT DAY SHIPPING
1	\$17	\$26
2	\$24	\$37
3	\$32	\$48
4	\$40	\$55
5	\$47	\$62
6	\$52	\$69



WHAT A SAVINGS!

**THE DETAILS OF
A PLAINLY
FABULOUS OFFER**

***For only \$34.99, add an Original NY Cheesecake as a second cake to your order and there is no additional shipping cost.**

Cakes must ship together in one box to the same address on the same date with the same message. Shipping rates for single cake apply.

Shipping Rules

- Order now and choose delivery date. Same day shipping is not available. Orders must be received no later than 11:59 PM EST one day prior to shipping. Actual delivery date may be one day prior to schedule depending on location and carrier.
- Standard Shipping is \$17 for 2-day economy service via UPS to the contiguous 48 states available leaving Monday-Wednesday for delivery Wednesday-Friday. Next day delivery available for additional charges.
- Service to Alaska and Hawaii is available at additional cost. There is no delivery available to PO boxes or APO/FPO zip codes. In addition, there is no delivery Saturday-Monday or national holidays.
- Please check if your gift recipient will be in town before placing your order. If recipient is not available to accept delivery, the guarantee shall not apply. We are not responsible for undeliverable orders with incorrect addresses.
- Combined shipping available for most traditional cakes.
- Volume discounts available for orders over 25 cakes. Visit our website or call us for details.

Dry Ice Handling

- Select cakes ship with dry ice (Solid Carbon Dioxide, [CO₂]) which may evaporate completely in transit.
- Dry ice is extremely cold and may cause burns if handled without gloves. If dry ice remains, handle with care, leaving remaining dry ice in cooler to evaporate.

**Cakes that are packed with dry ice ship separately.
Combined shipping rates do not apply.**

All products are
certified kosher





386 Flatbush Avenue Ext.
Brooklyn, N.Y. 11201



VISIT OUR WEBSITE



PRSRT STD
U.S. POSTAGE
PAID
JUNIOR'S
CHEESECAKE



FRONT COVER:

**THE ORIGINAL
NEW YORK CHEESECAKE**

Smooth and light, soft and creamy, heavenly and delicious. The Junior's cake that started it all. Our Original New York Cheesecake is always baked fresh on a delicious bottom layer of buttery light sponge cake. Rated the best overall cheesecake by *The Wall Street Journal*.

8" Net wt. 3 lbs., Serves 10-12, **\$55.95**

BACK COVER:

**CHOCOLATE FUDGE
SKYSCRAPER LAYER CAKE**

The most decadent chocolate cake for the chocolate lovers! Rich and moist chocolate cake, with layers of chocolate fudge and chocolate ganache, topped with chocolate fudge icing!

7", Net wt: 4.5 lbs. , Serves 8-10, **\$61.95***