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Great-Flavor Burgers with Legend Rub

Makes 6 servings

I like to make big burgers, so mine are 1/3 lb (150 g) each.

2 lb (910 g) ground chuck
Legend Rub, as needed (see below)
6 thick slices Swiss cheese
6 hard rolls, split
6 pieces romaine lettuce, about the size of the buns
6 tomato slices

Prepare an outdoor grill to cook direct over medium-high heat. Form the beef into six equal-size balls, and then form each ball into a patty, trying not to pack the meat too firmly. As you finish the patty, push your fingers into the center so it's a little thinner there. Season the burgers liberally with the rub.

Place the burgers directly on the cooking grate and cook them for 3 to 4 minutes, until golden brown on the bottom. Flip and cook them for another 3 to 4 minutes, until golden brown on the second side. Flip the burgers over again and top with the cheese. Cook them for another 1 to 2 minutes, until the burgers reach an internal temperature of 155°F (70°C) and the cheese is melted. Remove them to a platter.

Place the rolls cut-side down directly on the cooking grate and toast them for a few seconds, just until they're golden brown. Remove them to a platter. Top each roll bottom with a leaf of romaine, then add a burger. Top the burger with a slice of tomato and a roll on top. Serve one burger to each person.

Legend Rub - Makes about 1/3 cup (70g)

A rub doesn't have to be complicated or use odd ingredients to be good. The right combination of the usual ingredient suspects might just make you a backyard legend.

1 tbsp Morton's Kosher salt
1 tbsp granulated garlic
1 tbsp granulated onion
1 tbsp chili powder
1 tsp Sugar in the Raw or other raw sugar
1 tsp black pepper
1/4 tsp cayenne (optional)

In a small bowl, combine the salt, granulated garlic, granulated onion, chili powder, raw sugar, pepper, and cayenne (if using). Mix them well until fully blended. Store in an airtight container in a cool dry place for up to 2 months.