



The Future of Burgers

Today's top trends for specialty burgers include premium proteins, toppings that add sweetness or spice, housemade sauces and globally inspired flavors and ingredients.¹

Nearly half of all consumers contacted for Technomic's survey say they eat burgers once a week or more often. Comparison data shows that burger consumption is on the rise.¹

2011 has been the year of the specialty burger, filled with exotic and bold ingredient trends. The coming year is expected to bring more of the same, as well as a few exciting new developments. Keep your burgers fresh and relevant with these trends for the new year:

Premium builds, including stuffed preparations and globally inspired variations, will have an increased menu presence.¹

Gourmet burger exclusivity is being adopted by an increasing number of new burger ventures that are 100% committed to quality.¹

Better-for-you burgers (yes, you read that correctly) are showing promise as attributes such as natural, organic and local become increasingly important to consumers.¹

Mini-burgers as appetizers or snacks have been hot since 2008, and show no signs of slowing. Operators are updating slider proteins with fish/seafood, turkey and chicken.¹

Brand-name burger condiments are important to nearly a third of consumers.¹ Sauces like A.1. Thick & Hearty increase the quality perception and value proposition of any burger. A.1. Thick & Hearty Burger Sauce is a surefire way to create burger buzz now and in the future.

1. The Burger Consumer Trend Report, Technomic, Inc., 2011.

Get more delicious recipes featuring flavorful A.1. Thick & Hearty at kraftfoodservice.com

Hawaiian Burger

24 servings, 1 burger each

INGREDIENTS	MEASURE
80% lean ground beef patties (6 oz. each)	24 each
Peppered ham slices (3/4 oz. each)	48 slices
A.1. Thick & Hearty Burger Sauce	2-1/4 cups
Kaiser rolls, split, toasted	24 each
Fresh pineapples, each cut into 24 slices, grilled	1-1/2 each
Red onions, each cut crosswise into 6 slices, grilled	4 each

PREPARATION

For each serving: **GRILL** 1 beef patty on medium-high heat 2 to 3 min. on each side or to medium (160°F), or desired doneness. Meanwhile, **GRILL** 2 ham slices 1 min. on each side or until heated through. **SPREAD** 1/2 Tbsp. burger sauce onto bottom half of roll; top with burger, 2 ham slices, 1 each pineapple slice and onion slice, and 1 Tbsp. of remaining burger sauce. Cover with top of roll.



To create customizable merchandising for this burger, visit kraftpos.com²

Suggested description when menuing:

An all-beef patty grilled to perfection and served on a kaiser roll with slices of grilled peppered ham, pineapple and onion, plus A.1. Thick & Hearty Burger Sauce.

2. You must be a KraftWorks member to access merchandising materials. To sign up, visit www.kraftpos.com.

For more information on how to make burgers work harder for you, contact your Kraft Foodservice Sales Representative.

