



More burger for their buck.

Burgers are more likely to be considered "premium" if they are made with high-quality Angus, Wagyu or sirloin.¹

About 75 percent of consumers ranked quality of meat as the first or second most important attribute in choosing a burger.¹

Everyone likes a deal. And during strained economic times, every dollar counts. Customers who have traditionally purchased steak or expensive dishes are scaling back to more affordable gourmet burgers. While these diners are spending less, they still recognize the value of quality meats and other ingredients.

Upscale burgers are in high demand, and their overall selection at fine-dining restaurants has increased nearly 19 percent since 2005.¹ By using high-quality meats like Angus and Wagyu, operators can easily enhance the

value of a burger and broaden its appeal. Customers are more willing to purchase a burger made with select meats, even when they are set at a premium price.¹

Unique toppings can also turn ordinary burgers into premium offerings. Jalapeños, pepper Jack cheese and A.1. Thick & Hearty each add a distinct flavor that allows for higher pricing. Because of the brand's association with steak, A.1. can also signal to customers that they are about to enjoy a high-quality burger even if it's made with traditional beef.

"Consumers recognize a good value when they see it, like that of our A.B.T. Burger," says Executive Chef Jeff Basalik of Kraft Foodservice. "Quality ingredients like avocado, bacon and A.1. Thick & Hearty can easily add a premium flavor to classic burgers."

Today's consumers demand the most burger for their buck. By featuring premium meats like Angus and quality ingredients like A.1. Thick & Hearty, operators can add value to their burgers and their bottom line.

1. "Gourmet burgers are a booming trend," The Kansas City Star, 6 Nov. 2009

Another Way to A.1. UP.



Hickory Thick & Hearty Steak Sandwich

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A.1. UP your burgers and UPCHARGE!

Many consumers are willing to pay more for burgers they consider premium.²

A.B.T. Burger (Avocado, Bacon, Tomato)

24 servings, 1 burger each

INGREDIENTS	MEASURE
lean ground sirloin patties (6 oz. each)	9 lb. (24 each)
A.1. Thick & Hearty Burger Sauce, divided	1 lb. + 2 oz. (2-1/4 cups)
Chipotle peppers in adobo sauce, pureed	12 oz. (1-1/2 cups)
Onion rolls, split, toasted	4 lb. + 8 oz. (24 each)
Tomatoes, each cut into 6 slices	1 lb. + 8 oz. (8 each)
OSCAR MAYER Bacon, cooked	1 lb. + 8 oz. (96 slices)
Small avocados, each cut into 8 slices	1 lb. + 14 oz. (6 each)

PREPARATION

For each serving, GRILL 1 sirloin patty to desired doneness. SPREAD 1/2 Tbsp. burger sauce, then 1 Tbsp. chipotle puree onto bottom half of roll; TOP with burger, 2 tomato slices, 4 bacon slices, 2 avocado slices and 1 Tbsp. of remaining burger sauce.



Go to:
a1burger.com/kfspdf/ABTBurger.pdf
for a printable back-of-house photo.

To create customizable merchandising for this burger, visit kraftpos.com³

Suggested description when menuing:

Lean sirloin burger topped with sliced avocado, crispy bacon and tomatoes. Served with A.1. Thick & Hearty and a chipotle pepper adobo sauce.

2. Technomic, Inc., The Burger Consumer Trend Report, 2009

3. You must be a Kraft Works 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.

