



Just Say Cheese.

Chefs are pushing the envelope with burger toppings—and cheeses of all kinds continually rise to the top¹

Cheese can be an effective way to highlight flavor and differentiation on the menu when it comes to burgers²

Many customers have come to expect their burgers topped with a classic slice of cheese. While the great American cheeseburger may be a simple recipe, its flavor and appeal are quite sophisticated. Today, restaurants are experimenting with upscale cheeses to create gourmet burgers their customers will enjoy.¹

More menus are now featuring specialty cheeses like bleu, Swiss and Gorgonzola for their high quality and flavorful range. The traditional use of American and cheddar is still high in demand, but new varieties are

introducing bolder, spicier and richer flavors to burgers. This quality batch of eclectic cheeses can really set a menu apart.²

“Customers often have a favorite burger with a specific blend of ingredients,” says Executive Chef Jeff Basalik of Kraft Foodservice. “But this doesn’t mean they don’t want options. Cheese is one of the simplest ingredients we can change on a burger to give it a completely different flavor, texture and appeal.”

By using artisan cheeses, operators can add value to their burgers and menu them at a higher price. For customers, quality cheeses make a burger premium,² and by adding A.1. Thick & Hearty Burger Sauce this value becomes even greater. The high-quality flavor of A.1. satisfies customers and highlights any burger on the menu with a premium signature taste.

Another Way to A.1. UP.



Caribbean Steak Flatbread Sandwich

Visit kraftfoodservice.com

A.1. UP your burgers and UPCHARGE!

Many consumers are willing to pay more for burgers they consider premium.³

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

Brie & Mushroom Burger

24 servings, 1 burger each

INGREDIENTS

MEASURE

80% lean ground beef patties (6 oz. each)	9 lb. (24 each)
Brie cheese (or Camembert cheese) slices (3/4 oz. each)	2 lb. + 4 oz. (48 slices)
A.1. Thick & Hearty Burger Sauce, divided	1 lb. + 2 oz. (2-1/4 cups)
Ciabatta rolls, split, toasted	4 lb. + 8 oz. (24 each)
Arugula	6 oz. (2 qt.)
Mushrooms, sliced, sauteed	12 oz. (2-1/4 cups)
Onions, sliced, sauteed	12 oz. (1-1/2 cups)

PREPARATION

For each serving, GRILL 1 beef patty to desired doneness. TOP with 2 cheese slices. GRILL 30 sec. or until cheese begins to melt. SPREAD 1/2 Tbsp. of burger sauce onto bottom half of roll. TOP with 1/3 cup arugula, cheeseburger, 1-1/2 Tbsp. mushrooms, 1 Tbsp. onions and 1 Tbsp. of remaining burger sauce.

To create customizable merchandising for this burger, visit kraftpos.com⁴

Suggested description when menuing:

Lean beef burger topped with Brie cheese, arugula, mushrooms, onions and A.1. Thick & Hearty.



1. Steve Coomes, “How to build a better burger,” Nation’s Restaurant News, 4 Aug. 2008
 2. “The Burger Consumer Trend Report,” Technomic Inc., 2009
 3. Technomic, Inc., The Burger Consumer Trend Report, 2009
 4. 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.

