



Regional Taste

“Last year it was the ‘premium’ burger craze, now look for ‘regional’ burgers.”¹

“Naming burgers for American cities, regions, neighborhoods or whatever certainly isn’t new. Patriotism always sells.”²

“Add a few cloves of garlic, call it a ‘Gilroy Burger,’ then call it a day,” suggests Kraft Chef Jeff Basalik, referring to the “Garlic Capital of the World.”

Creating regionally themed burgers is a quick and easy way to take advantage of the ongoing specialty burger craze. And, of course, consumers are willing to pay more for a specialty burger.³

This tried-and-true marketing tactic is being revived by many major players. Applebee’s Realburgers are positioned as “100% fresh, made-to-order, and as unique as the neighborhoods that inspired them.”² Offerings include the Philly Burger, which is served on a toasted hoagie roll with sautéed peppers, mushrooms and a creamy cheese sauce. Similarly, Glamburgers at The Cheesecake Factory are each “inspired by a different region of the United States.”² The Memphis, for example, is topped with barbecued pork and coleslaw.

A.1. Thick & Hearty Burger Sauce just happens to be perfectly suited to regionalization. In addition to the Southwestern-themed burger below, you can find recipes for an A.1. Philly Burger and an A.1. Hawaiian Burger on our website.

Another Way to A.1. UP.

Chorizo & Cheese Grilled Flatbread Wrap

Create a zesty wrap loaded with crumbled chorizo, skirt steak, Chihuahua cheese and pico de gallo.

Visit kraftfoodservice.com

A.1. UP your burgers and UPCHARGE!

Many consumers are willing to pay more for burgers they consider premium.⁴

Go to: <http://www.a1burger.com/kfspdf/HeartySouthwesternCheeseburger.pdf> for a printable back-of-house photo.

Hearty Southwestern Burger

48 servings, 1 burger each

INGREDIENTS

MEASURE

Roasted Corn Topping	
A.1. Thick & Hearty Burger Sauce	2 lb. + 8 oz. (1-1/4 qt.)
Corn kernels, roasted	1 lb. + 12 oz. (1-1/4 qt.)
Red onions, sliced, lightly sauteed	1 lb. + 2 oz. (1-1/4 qt.)
Canned black beans, drained, rinsed	1 lb. + 2 oz. (3 cups)
Red peppers, roasted, medium dice	1 lb. (3 cups)
Poblano chiles, roasted, medium dice	1 lb. (3 cups)
Cracked black pepper	to taste
Ground beef patties (6 oz. each)	18 lb. (48 each)
Pepper Jack cheese slices (1 oz. each)	3 lb. (48 slices)
Kaiser rolls, split, toasted	48 each
Leaf lettuce	1 lb. + 8 oz. (48 each)
Plum tomatoes, each cut into 3 slices	3 lb. (16 each)

PREPARATION

COMBINE all ingredients for roasted corn topping and refrigerate up to 2 days until ready to use. For each serving, GRILL 1 patty to desired doneness. TOP with 1 cheese slice; GRILL until cheese begins to melt. SPOON 1 Tbsp. Roasted Corn Topping onto bottom half of roll; TOP with 1 lettuce leaf, cheeseburger, 1 tomato slice and additional 1/4 cup Roasted Corn Topping. Tip: Garnish each serving with fresh cilantro.



To create customizable merchandising for this burger, visit kraftpos.com⁵

Suggested description when menuing:

A beefy burger topped with Pepper Jack cheese and a roasted-corn salsa made with A.1. Thick & Hearty.

1. Joyce Smith, “New ‘regional’ burgers at casual dining chains,” The Kansas City Star, 10 May 2010
 2. “Glamburgers, Realburgers Continue Regionalization Trend,” BurgerBusiness.com, 23 April 2010
 3. “Premium Burgers Satisfy Consumer Cravings for More Value,” Technomic, 14 September 2009
 4. Technomic, Inc., The Burger Consumer Trend Report, 2009
 5. 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.

