

# STAND OUT

## Burgers with a Blend



SCAN  
HERE

Watch what happened  
when top London burger joint  
**CUT + GRIND**  
added 'burgers with a blend'  
to their menu.

Winner of **ANUGA** *taste*  
INNOVATION SHOW



Brought to you by  
**KEPAK**



# HERE ARE THE FACTS

More consumers are choosing a flexitarian diet. They are not cutting meat out totally, but being more selective about eating quality meat less often.

# 41%

say they are Flexitarian, meat-reducers or semi-vegetarians

But the continued demand for burgers is unstoppable.

## CONSUMER FACTS IN 2018

# £2.6bn

spent on burgers out of home

# 56%

of consumers indulged in a burger out of home

# ↑7.7%

increase on the previous year

For operators this opens up a new opportunity to meet the demand for mouth-watering burgers that cater for the growing number of flexitarians.

Research from Kantar Worldpanel

## 5 TOP DRIVERS FOR CHOOSING 'FLEXITARIANISM'



**HEALTH:** The demand for fortified and nourishing options that are full of health giving ingredients



**ENERGY:** The desire for food that provides physical vigour and vitality



**QUALITY:** With rising concerns about food safety, the need for food that is safe and of excellent quality



**VARIETY:** The desire for food that can give new sensory experiences and provide exciting dietary variety



**ASPIRATION:** The desire for food that can act as a status symbol, and represent an aspirational lifestyle

Research from Kantar Added Value



**BEEFROOT BURGER**  
70% IRISH GRASS-FED BEEF BLENDED WITH 15% BEETROOT AND 15% QUINOA



Our new 'Burgers with a Blend' offer consumers a healthy menu option without having to compromise on taste or quality. These burgers offer an innovative menu solution to meet the demand of this fast moving trend. Both burgers are made with grass-fed Irish Beef and blended with beetroot and quinoa or chestnut mushrooms.



Food sourcing and transparency are also really important to your customers. Over 70% want to know where their food was produced<sup>2</sup> That's why we only use fully traceable Irish beef so you can be sure of its origin, quality and taste and communicate this to your customers front of house.

## KEY FEATURES & BENEFITS

**QUALITY:** add key call outs such as "100% grass fed beef" or "fully traceable from farm to fork" to your menu

**HEALTH:** High protein and reduced fat'. A healthier option when compared with other gourmet burgers

**VERSATILITY:** opportunity to create innovative menu options such as chopped in a salad bowl, in a wrap or with a lettuce leaf carrier

**EASY TO PREPARE:** same cooking methods as a normal beef burger

**DIFFERENTIATION:** Create stand out by posting your builds on social media and adding a hashtag #BurgerswithaBlend

**PERFORATED:** for a faster cook time and speedy service

**TEXTURE:** Tender-form filling process for a looser bound, meaty texture



**MOO-SHROOM BURGER**  
70% IRISH GRASS-FED BEEF BLENDED WITH 30% CHESTNUT MUSHROOMS

## THE OPPORTUNITIES:

ADD BURGERS WITH A BLEND TO YOUR MENU TO:



**BEAT THE COMPETITION**



**DRIVE FOOTFALL**



**CREATE MENU DIFFERENTIATION**



**AVOID MENU FATIGUE**




**INCREASE ENGAGEMENT ON YOUR SOCIAL MEDIA**




**ATTRACT NEW CUSTOMERS**





Product Description	Quality Irish Beef blended with Sweet Beetroot and Quinoa	
Case Weight	7.2kg	
Pieces per case	48 pieces	
Weight per burger	150g	
Product Code	958739	
Ingredients	Beef (70%), Cooked Beetroot (15%), Cooked Quinoa [Water, Quinoa] (15%), Salt, White Pepper	
Cooking Instructions	Cook on a hotplate for 7.5 to 8.5 minutes, turning frequently during cooking. Drain well before serving. Cook product to a core temperature of 75°C	
	958739	



Product Description	Quality Irish Beef, blended with Chestnut Mushrooms	
Case Weight	7.2kg	
Pieces per case	48 pieces	
Weight per burger	150g	
Product Code	958746	
Ingredients	Beef (70%), Chestnut Mushrooms (28%), WHEAT Fibre, Potato Fibre, Psyllium, Salt, Yeast Extract, White Pepper	
Cooking Instructions	Cook on a hotplate for 7.5 to 8.5 minutes, turning frequently during cooking. Drain well before serving. Cook product to a core temperature of 75°C	

Discover how you can create stand out burgers  
[www.kepakfoodservice.com/blended-burgers/](http://www.kepakfoodservice.com/blended-burgers/)