



EST.

1978

**SCHWEID & SONS**<sup>®</sup>

**THE VERY BEST BURGER**

*2020 Burger Trends Snapshot*



# **2020 BURGER TREND SNAPSHOT**

**EVERY YEAR, WE PUBLISH A BURGER TRENDS REPORT BASED ON SYNDICATED AND CUSTOM RESEARCH TO PROVIDE AN IN-DEPTH ANALYSIS OF CURRENT TRENDS AND INSIGHTS INTO THE FOODSERVICE INDUSTRY.**

**2020 HAS BEEN A YEAR OF SEISMIC CHANGE IN THE RESTAURANT INDUSTRY. IN ORDER TO SUPPORT YOUR BUSINESS THIS YEAR, WE HAVE PARTNERED WITH DATAESSENTIALS TO BRING YOU A SNAPSHOT OF WHAT'S HAPPENING IN THE WORLD OF BURGERS. WE HOPE YOU CAN APPLY THESE TRENDS AND INSIGHTS TO YOUR MENUS AND CONTINUE TO BRING THE COMFORT OF A DELICIOUS BURGER TO DINERS EVERYWHERE.**

**WE ARE VERY PROUD TO COMPILE, ANALYZE AND SHARE THIS SNAPSHOT WITH YOU.**

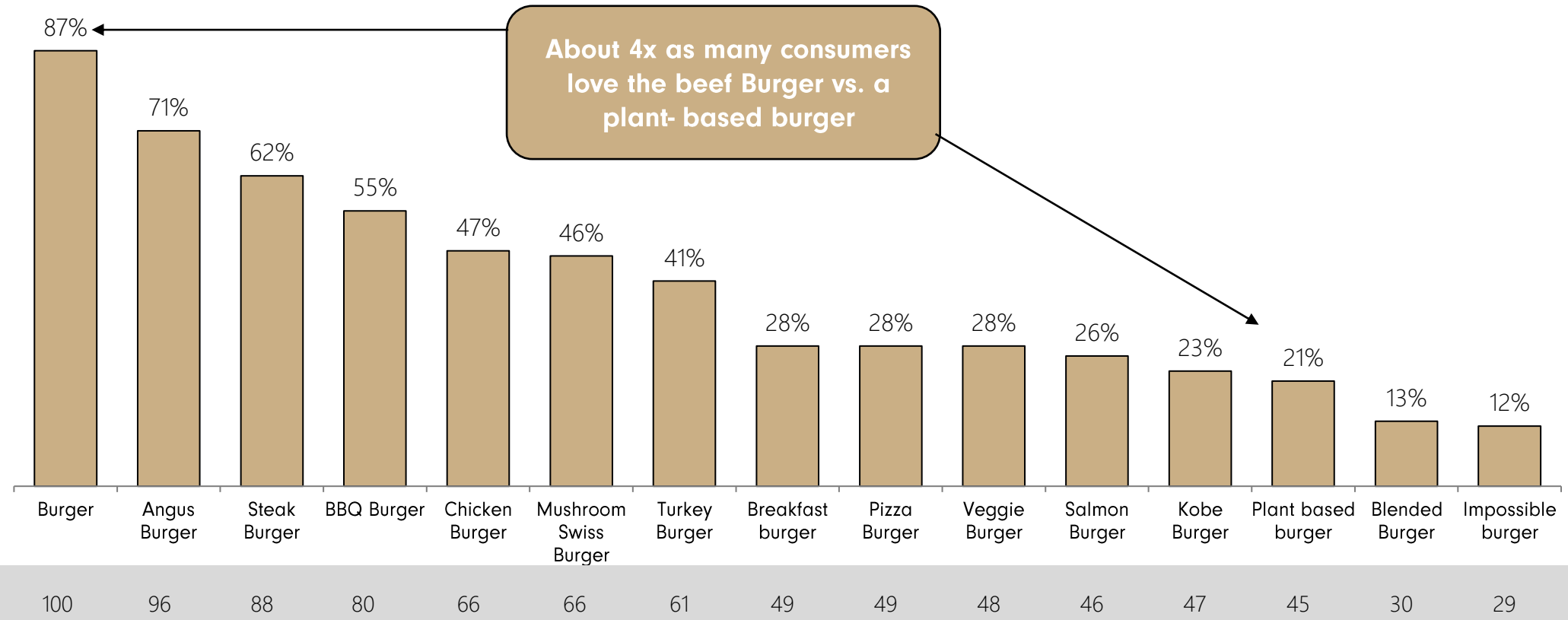


# BURGER TRENDS 2020



# THE CLASSIC ANGUS BEEF BURGER IS STILL THE TOP SELLER “PLANT-BASED“ WHILE A HOT BUZZ WORD, IS NOT A UNIVERSALLY LOVED OPTION

## MOST LOVED BURGER VARIETIES % of consumers who love or like



About 4x as many consumers love the beef Burger vs. a plant-based burger

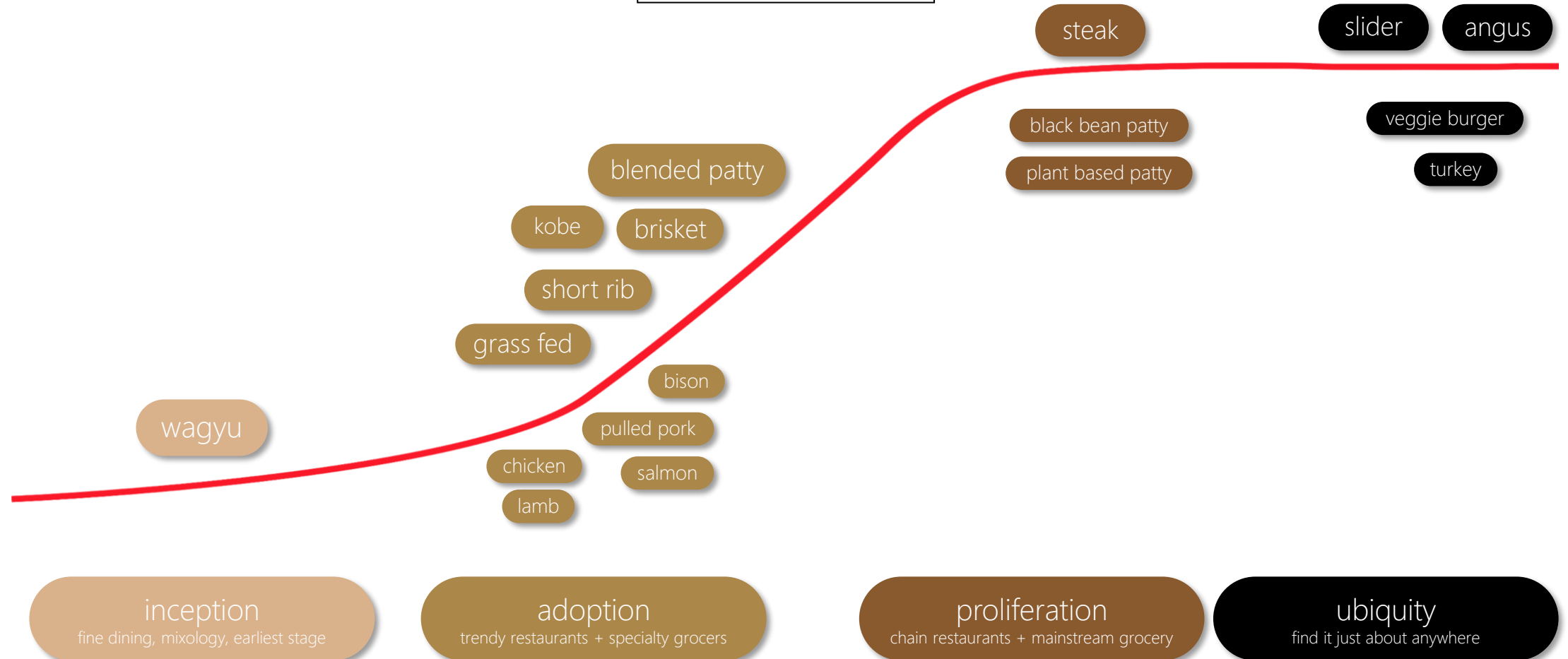
Burger Variety	Percentile Ranking Among All Foods, Beverages, and Brands
Burger	100
Angus Burger	96
Steak Burger	88
BBQ Burger	80
Chicken Burger	66
Mushroom Swiss Burger	66
Turkey Burger	61
Breakfast burger	49
Pizza Burger	49
Veggie Burger	48
Salmon Burger	46
Kobe Burger	47
Plant based burger	45
Blended Burger	30
Impossible burger	29



Source: Datassentials Keynote report July 2020: SNAP! Flavor

# BURGERS ARE A STAPLE - GET CREATIVE WITH YOUR MENU BY OFFERING A BLENDED PATTY WITH SHORT RIB & BRISKET

## Menu Adoption Cycle



# MIX & MATCH TO BUILD THE VERY BEST BURGER

## FOCUS ON MENU FAVORITES AND ADD IN RISING TREND INGREDIENTS

### MENU FAVORITES



Most Menued Burger Varieties & Flavors					
Burger Varieties	Burger Proteins	Burger Sauce or Flavor	Burger Carriers	Burger Vegetables	Burger Cheese
Cheeseburger	Beef	Mayo	Brioche	Onion	Cheddar
Veggie Burger	Veggie Burger	BBQ	Rye	Tomato	American
Bacon Cheeseburger	Turkey	Bleu Cheese	Wheat	Lettuce	Swiss
Turkey Burger	Angus	Jalapeño Pepper	Sourdough	Pickle	Bleu Cheese
Patty Melt	Black Bean	Mustard	Pretzel	Mushroom	Pepper Jack

### RAPID TRENDS



Fastest-Growing Burger Varieties & Flavors					
Burger Varieties	Burger Proteins	Burger Sauce or Flavor	Burger Carriers	Burger Vegetables	Burger Cheese
Plant-Based Burger	Plant-Based	Aioli	Gluten-Free Bun	Arugula	Tillamook Cheddar
Breakfast Burger	Brisket	Ranch	Brioche	Caramelized Onion	Tillamook
Brunch Burger	Wagyu	Guacamole	No Bun	Pickle	American
Black Bean Burger	Short Rib	Ketchup	"Wrap"	Red Onion	Pepper Jack
Build Your Own Burger	Black Bean	Chipotle	Multi-Grain	Avocado	Cheddar



### Build a Burger with these in mind








- ✓ Schweid and Sons Signature Series Chuck Brisket & Short Rib
- ✓ Brioche bun
- ✓ Red Onion
- ✓ Tomato slices
- ✓ Mayo
- ✓ Jalapeno Pepper
- ✓ Cheddar
- ✓ Pickles



# BURGER TRENDS GROWTH



# 2020 BURGER TRENDS HIGHLIGHTS

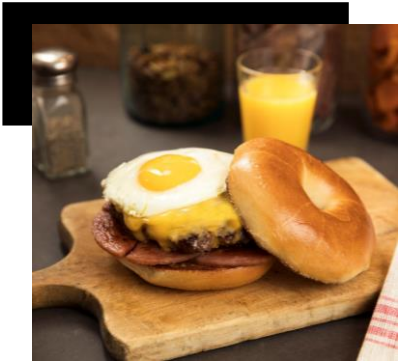
		Most Popular	Biggest Trends
	PROTEIN TOPPING	2020: Bacon 2019: Bacon	<ul style="list-style-type: none"> <li><span style="color: green;">↑</span> Bacon Jam</li> <li><span style="color: red;">↓</span> Fried Egg</li> </ul>
	BEEF TYPE	2020: Angus 2019: Angus	<ul style="list-style-type: none"> <li><span style="color: green;">↑</span> Plant Based</li> </ul>
	BEEF PATTY	2020: Ground Beef 2019: Ground Beef	<ul style="list-style-type: none"> <li><span style="color: green;">↑</span> Brisket</li> <li><span style="color: red;">↓</span> Steak</li> </ul>
	BUN TYPE	2020: Brioche 2019: White (no seeds)	<ul style="list-style-type: none"> <li><span style="color: green;">↑</span> Gluten Free Bun</li> <li><span style="color: red;">↓</span> Texas Toast</li> </ul>
	CHEESE TYPE	2020: Cheddar 2019: Cheddar	<ul style="list-style-type: none"> <li><span style="color: green;">↑</span> Tillamook Cheddar</li> <li><span style="color: red;">↓</span> Monterey</li> </ul>
	SAUCE TYPE	2020: Mayo 2019: Mayo	<ul style="list-style-type: none"> <li><span style="color: green;">↑</span> Aioli</li> <li><span style="color: red;">↓</span> Honey Mustard</li> </ul>
	VEGGIE TOPPING	2020: Onion 2019: Tomato	<ul style="list-style-type: none"> <li><span style="color: green;">↑</span> Arugula</li> <li><span style="color: red;">↓</span> Sautéed Onion</li> </ul>





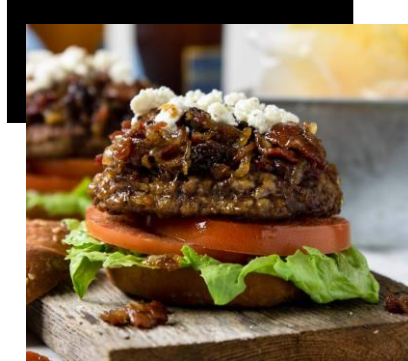
# DINERS ARE LOOKING FOR POWERFUL FLAVORS ON TOP OF THEIR BURGERS

## SPICY SAUCES AND TANGY INGREDIENTS TOP MENU TRENDS



### MENU DESCRIPTORS

Breakfast Burgers	+140%
Brunch	+139%
Wagyu	+92%
Korean	+91%
Whipped	+89%



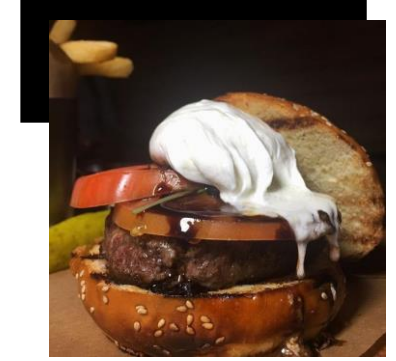
### INGREDIENTS

Bacon Jam	+188%
Pickled Red Onion	+151%
Serrano Pepper	+118%
Pickled Onion	+101%
Buttermilk	+86%



### SAUCE OR FLAVOR

Spicy Mayo	+81%
Sriracha	+81%
Chipotle Aioli	+65%
Garlic Aioli	+64%
Maple	+62%



### CHEESE

Burrata	+137%
Queso Fresco	+85%



# BUNS AND SAUCES HAVE BEEN EVALUATED AGAINST THE WELLNESS TREND AND OPERATORS ARE OFFERING ALTERNATIVES

**Aioli Sauce Growth**  
1yr: +8% | 4yr: +55%

TOP	Penetration	Trending	Penetration
Sauce	42.2%	Aioli	14.8%
Mayo	30.3%	"Ranch"	8.0%
BBQ	28.3%	Guacamole	8.5%
Bleu Cheese	20.2%	Ketchup	9.7%
Jalapeno Pepper	18.3%	Chipotle	13.1%
Mustard	15.5%	Mustard	15.5%
Aioli	14.8%	Sauce	42.2%
Chipotle	13.1%	Mayo	30.3%
Dressing	13.0%	Dijon	3.3%
Ketchup	9.7%	Bbq	28.3%

TOP	Penetration	Trending	Penetration
"Bun"	37.6%	Gluten-Free Bun	1.2%
Brioche	15.9%	Brioche	15.9%
"Roll"	11.5%	No Bun	1.1%
Rye	9.6%	"Wrap"	2.2%
Wheat	6.2%	Multi-Grain	1.4%
Sourdough	3.5%	"Bun"	37.6%
Pretzel	3.5%	Pretzel	3.5%
Kaiser	3.1%	Sourdough	3.5%
Sesame Seed	2.9%	"Roll"	11.5%
"Toast"	2.8%	"Sub"	2.6%



Aioli, a non-mainstream topping, is still showing impressive 1yr growth on menus. Gluten free & wraps are leaders in menu penetration 1yr growth.

**Multi-grain Bun Growth**  
1yr: +15% | +22%  
**Gluten Free Bun Growth**  
1yr: +29% | +100%



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# ADDING A REGION DESCRIPTOR TO THE COMMON CHEESE TYPE CHEDDAR ELEVATES THE BURGER ON MENUS AND GIVES IT A POINT OF DIFFERENTIATION

Onion, in all forms, is an important burger topping as it appeals to all types of burgers from raw onion on casual burgers to caramelized onions or onion jam on more upscale burgers.

TOP	Penetration	Trending	Penetration
Onion	70.3%	Arugula	7.5%
Tomato	64.1%	Caramelized Onion	13.3%
Lettuce	60.3%	Pickle	38.8%
Pickle	38.8%	Red Onion	19.1%
Mushroom	31.9%	Avocado	17.4%
Red Onion	19.1%	Onion Ring	17.2%
Jalapeno Pepper	18.3%	Lettuce	60.3%
Avocado	17.4%	Tomato	64.1%
Onion Ring	17.2%	Onion	70.3%
Pepper	15.3%	Jalapeno Pepper	18.3%

TOP	Penetration	Trending	Penetration
Cheese	77.4%	Tillamook Cheddar	1.4%
Cheddar	46.2%	Tillamook	1.6%
"American"	35.0%	"American"	35.0%
Swiss	28.3%	Pepper Jack	15.5%
Bleu Cheese	20.2%	Cheddar	46.2%
Pepper Jack	15.5%	Mozzarella	9.5%
Jack Cheese	14.9%	Goat Cheese	2.5%
Mozzarella	9.5%	Cheese	77.4%
Provolone	9.0%	Jack Cheese	14.9%
Monterey	4.6%	Feta	3.9%



Other cheese types such as feta, gorgonzola and parmesan have lost their momentum in their menu penetration recently.

**GET THE VERY BEST BURGER  
ON YOUR MENU**



# CASUAL DINING MENUS ARE USING PREMIUM OR HIGH-END DESCRIPTORS TO STAND OUT SUCH AS “SCHWEID AND SONS” OR “CERTIFIED ANGUS BEEF”



**BRISKET-SHORT RIB BURGER BLEND**

Our proprietary burger blend of ground chuck, brisket, and short rib grilled to perfection and topped with Cooper Sharp American Cheese and crispy bacon. Served with seasoned fries.



High Purchase Intent +  
Low Uniqueness

**96 | 29**

Fatburger  
May 2019

**King's Hawaiian Slider**

“Features a 100% pure lean beef grilled patty and pickles on a buttery, **King's Hawaiian slider roll.**”



High Purchase Intent +  
High Uniqueness

**97 | 86**

Glory Days Grill  
Sept 2019

**Brisket-Short Rib Burger Blend, Bavarian Style**

“Our proprietary burger **blend of ground chuck, brisket, and short rib** grilled to perfection and topped with **melted Swiss cheese** and **grilled onions**. Served atop a **German-style Kummelweck bun** with **stone ground mustard.**”

Low Purchase Intent +  
High Uniqueness

**63 | 93**

Shari's  
Sept 2019

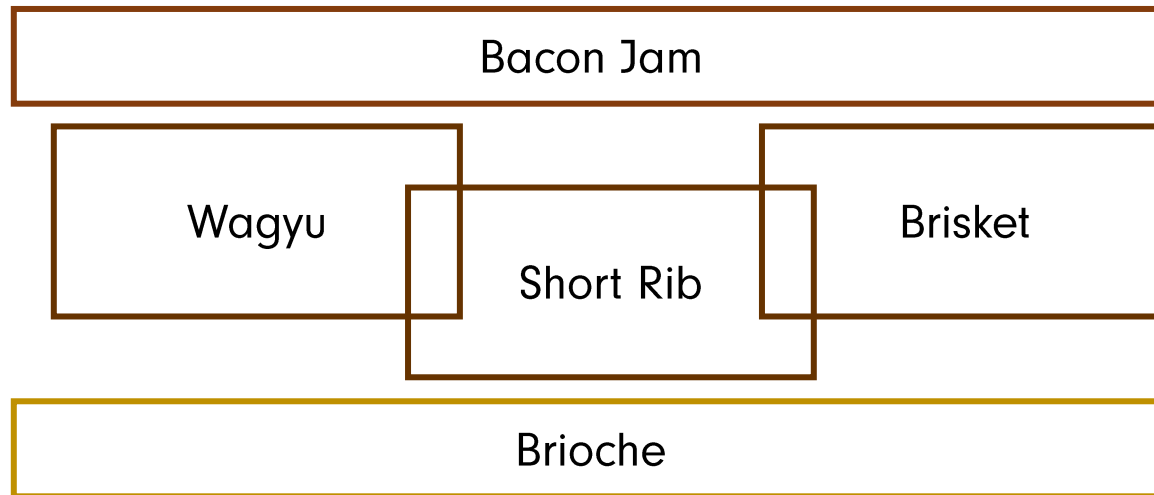
**Pretzel Stuffed Burger**

“We sandwiched two 4-ounce Double R Ranch® Oregon beef patties between a **savory blend of mushrooms, bacon, and sautéed onions**, then flame-grill it all for an incredibly rich, yummy burger.”



# OPERATORS ARE SEEKING HIGH-END MEAT PURVEYORS LIKE SCHWEID AND SONS TO DIFFERENTIATE THEIR BURGERS

Premium burger offerings have mixed proteins for a long time but now they're getting blended in with beef chuck for complex flavors that develop in the meat itself.



### Menu Item:

Schweid and Sons Custom Blend 5.3 oz.  
Burger topped with Bacon Jam in between thick slices of rich Brioche.



# **DON'T FALL INTO BURGER BOREDOM... KEEP UP WITH THE 2020 BURGER TRENDS**

**WHILE THERE HAVE NOT BEEN ANY BREAKOUT TRENDS OR MENU MUST-HAVES IN 2020 SO FAR, **BURGERS MADE FROM DIFFERENT CUTS OF MEAT ARE MAKING THEIR WAY INTO ALL TYPES OF DINING MENUS. OPERATORS ARE LOOKING FOR COMPLEX FLAVORS WITHIN THE BURGER PATTIES THEMSELVES AND THAT'S WHERE SCHWEID AND SONS COMES IN.****

**SCHWEID AND SONS HAS BEEN PERFECTING THE BURGER BLEND FOR FOUR GENERATIONS SO YOU CAN GIVE YOUR DINERS THE VERY BEST BURGER. WE KNOW IT ALL STARTS WITH THE QUALITY AND FLAVOR OF THE BEEF, DO YOU? WE ARE HERE TO HELP YOU FIND THE RIGHT BURGER BLEND FOR YOUR MENUS.**





# GET IN TOUCH



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