

GOURMET  
★ RANGE ★

THE  
**GOURMET**  
BURGER GUIDE



**Americana**  
★★★ MADE THE AMERICAN WAY

# HELLO

FROM

*Americana*  
\*\*\* MADE THE AMERICAN WAY

**VALUED AT MORE THAN £3.2BN, THE UK BURGER MARKET IS UNDOUBTEDLY BIG BUSINESS. WITH BIG BUSINESS COMES BIG EXPECTATIONS. FROM CONVENIENCE AND CUSTOMISATION TO INDULGENCE AND VALUE FOR MONEY, THE UK CONSUMER HAS AN EVER-INCREASING LIST OF DEMANDS WHEN IT COMES TO CHOOSING WHAT AND WHERE TO EAT; AND THE HUMBLE BURGER DOES NOT ESCAPE THIS SCRUTINY.**

However, perhaps more than other popular menu items, the burger offers exciting opportunities to tap into the latest trends and positively influence the bottom line. The key for outlets looking to grow their burger sales is to premiumise their burger offering and create burgers to the highest standards, from the fillings and the sides, to the biggest component of all – the burger bun.

That's what we at Americana are passionate about.

Together with burger expert, **Simon Dukes** aka Burger Lad, we have created this Gourmet Burger Guide for all those burger outlets looking to boost their sales by trading up to gourmet. Here you'll find the latest market data, consumer trends, products and recipes for a successful burger menu that will grow your sales and satisfy your customers.

**THE AMERICANA BURGER BOARD**

“YOU'D STRUGGLE TO GET A STANDARD BUN ON A GOURMET BURGER PAST THESE DAYS”

“A 'GOURMET' BURGER WITH A HIGHER PRICE IS WORTH THE EFFORT IN TERMS OF  
**REPEAT CUSTOMERS**”



“WE HAVE TO INCORPORATE A GOURMET BUN TO STAY IN LINE WITH CUSTOMERS' EXPECTATION OF PREMIUM QUALITY”



# A WORD FROM BURGER LAD

***THE BURGER IS SYNONYMOUS WITH AN OUT OF HOME MENU. WHETHER DINING IN A TRADITIONAL ENGLISH PUB, CHOOSING A GRAB AND GO OPTION FROM A STREET FOOD MARKET OR EATING AT THEIR FAVOURITE HIGH STREET RESTAURANT, CONSUMERS EXPECT TO SEE A BURGER, BUT MORE THAN THAT THEY EXPECT TO SEE A GOURMET OFFERING, WITH THE OPTION OF PREMIUM, CUSTOMISABLE TOPPINGS.***

In an increasingly competitive market operators need to do all they can to make their burger offering stand out. That's why I joined the Americana Burger Board – to help operators do just that, and this brand new guide is the latest tool in our bid to get every operator and consumer trading up to gourmet.

We're working together to show operators how important a gourmet burger bun offering is and how menus with on trend product solutions can help drive sales. The end goal? A consumer out of home burger experience that is the very best it can be.

**SIMON**



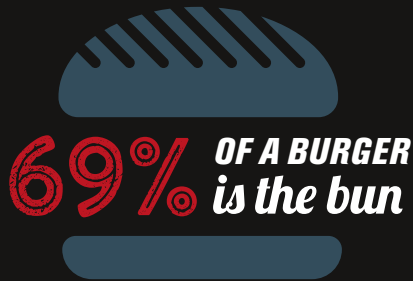
# THE NUMBERS SAY IT ALL

CONSUMERS ARE BUYING INTO THE COMPLETE GOURMET BURGER PACKAGE AND THAT INCLUDES EVERYTHING FROM THE PATTY TO THE BUN AND, QUITE LITERALLY, EVERYTHING IN-BETWEEN...



The UK burger market is estimated to be worth

## £3.2BN



OF CONSUMERS WOULD BE DISAPPOINTED IF THEIR BURGER WASN'T IN A GOURMET BUN



ARE ASSOCIATED WITH LOWER PRICES



## TREND #1

# TAKING PLANT BASED TO THE NEXT LEVEL

The desire for sustainability, health and animal welfare has largely driven the growth of the vegan and vegetarian market. Reported to be worth a staggering £1.1 billion by 2023, meat-free alternatives are all the rage and a key expectation of today's burger menu. It's therefore imperative that operators provide vegetarian and vegan burger options to avoid falling short of the trend.

## OUR TOP TIPS FOR TAPPING IN TO MEAT FREE:

# #1



### BE INCLUSIVE:

research shows that consumers respond better to meat-free options when they form part of the main menu. This helps shift opinions away from the idea that meat alternatives are a bolt-on or a nice to have, but rather an equally tempting option for everyone.

# No 2



### DON'T COMPROMISE ON QUALITY:

vegetarian and vegan options need to be full of flavour, taste and texture. Premium, fresh, locally sourced ingredients tend to prove popular, particularly when these are kept seasonal, and customisation via a range of toppings and sauces provides that final touch of quality.

# #3

### KEEPING WASTE TO A MINIMUM:

offering a wide variety of vegetarian and vegan options can present a challenge in terms of waste. One option to combat this is to offer a pop-up style restaurant within your venue that exclusively offers vegetarian and vegan food. The sense of immediacy will help generate excitement as well as maintaining a closer management of stock levels.




## TREND #2

# A COLLABORATIVE EFFORT

A quality, premium offering is key to a successful burger menu, but looking beyond the products for just a moment, one way to make a dish extra special is a collaboration. Think of the brand leaders that you know well popping up on outlet menus across the country, and the marker of quality that brand represents.

## KEY CONSIDERATIONS AROUND A COLLABORATION:

- 
**YOUR GOAL:** what are you trying to achieve with the tie-up and will it be for a limited time only dish, or across your whole menu?
- 
**WHAT IS THE KEY INGREDIENT?**  
Is it the cheese? The sauce? Or is it a side?
- 
**FIT:** ensure that the partnership matches the theme of the menu or the dish and ties in with the ethos and values of your venue.
- 
**THE WHY:** is the partnership celebrating a specific calendar event, from Independence Day and St Patrick's Day to the World Cup and Wimbledon?
- 
**THINK BEYOND THE BURGER.** Consider teaming up with a drinks brand to allow consumers to get the best out of the whole dining out experience.



## TREND №3

MIX *&* UP

**F**ood fusion - the combining of contrasting culinary traditions, flavours and techniques into a single dish. This remains on trend, with quirky names and a blending of popular flavours and textures continuing to drive sales. Experiment with new flavours, textures and combinations that will make your menu unique and distinctly different from the competition.

## BURGER LAD'S TOP FIVE BURGER FUSIONS:

### Asian Style PULLED PORK BURGER

this delicious burger combines popular Asian flavours with a traditionally American format, aromatic, fresh and filling this is a perfect example of food fusion.

### POTATO BRAVAS Burger

an example of a food pairing done well is the Spanish inspired Bravas Burger. Combining a spicy tomato sauce, garlic mayo and crispy potatoes for an authentic flavour hit.

### CHIMICHURRI BURGER

This burger takes its inspiration from Argentina; the extremely flavourful Chimichurri sauce works particularly well with burgers that have been BBQ'd.

### MAC CHEESE BURGER

this burger is the ultimate in indulgence. Bringing together two iconic American dishes this burger offers real comfort food.

### BACON & KIMCHI BURGER

this Korean inspired burger offers something a little different, the addition of a spicy mayo adds a real kick.

DON'T FORGET

### CONCEPT BURGERS

WORK WELL TOO.

Beach BBQ Burgers, The Picnic & The Deep South could all work to create an exciting culinary experience





## UNDERPINNING ALL THREE TRENDS: PREMIUMISATION

**WHATEVER THE TREND, THE DISH OR OCCASION, PREMIUMISATION UNDERPINS IT ALL. CONSUMERS ARE CHOOSING PREMIUM OPTIONS IN EVERYDAY PURCHASES, SO BEING ABLE TO TRADE UP TO A GOURMET MEAL OFFERING BECOMES EVEN MORE IMPORTANT WHEN THEY ARE EATING OUT OF HOME.**

However, the market can be fickle, and consumers are increasingly protective over their disposable income. To encourage spend operators must offer the following premium cues:

- **Customisation**
- **Experiential**
- **Instagrammable**
- **Quality-led indulgence**
- **Value for money**

The key to all of this is to create the WOW factor for those heading out of home to eat and the burger bun is a vital element in accentuating the ingredients and cooking methods used. Not only is the bun the first thing customers see when they look at a burger, but the bun also makes up 69% of the overall build, so it's essential to consider its quality.

### Top tip:

Instead of a regular seeded bun or bap upgrade the bun offering to include Brioche Buns, Kaiser Cut Buns and Grill Marked Buns. Gourmet buns are more aesthetically interesting and help to deliver the premiumisation message.

Focusing on indulgence is another way to take your gourmet offering to the next level. Burgers such as Wagyu beef from Japan topped with decadent options such as maple bacon, truffle camembert and wild mushrooms is a simple way to enhance a menu. Serve these in a gourmet burger bun such as the Americana Grill Marked Bun or Brioche Bun and you have a seriously indulgent and premium offer.





## INSIGHT *from the*

# AMERICANA BURGER BOARD

*WE SAT DOWN WITH OUR EXPERT BURGER BOARD AND ASKED THEM TO GIVE US THEIR TOP TIPS FOR CREATING AND CAPITALISING ON A PREMIUM BURGER MENU.*

“EVERY PART OF THE BURGER NEEDS TO SCREAM PREMIUM. BEING LET DOWN BY ANY ELEMENT, A CRUMBLING BUN, A FATTY PATTY OR BURNT OR SOGGY TOPPING WILL LEAVE CUSTOMERS WITH AN UNDESIRABLE LASTING IMPRESSION OF THEIR OVERALL EXPERIENCE.”

“A SUCCESSFUL GOURMET BURGER MENU REQUIRES INPUT FROM THE WHOLE TEAM, BOTH BACK AND FRONT OF HOUSE.

FRONT OF HOUSE STAFF SHOULD BE FAMILIAR WITH EACH DISH ON THE MENU AND BE ABLE TO CONFIDENTLY RECOMMEND BUN, PATTY, TOPPING AND SIDE PAIRINGS.”

“VARIETY, TOPPING AND QUALITY ARE IMPERATIVE TO ADDING VALUE TO A BURGER MENU AND NEVER UNDERESTIMATE THE IMPACT OF THE BUN ITSELF – CUSTOMERS WILL REMEMBER THEIR EXPERIENCE FOR ALL THE WRONG REASONS IF THE BUN IS NOT UP TO STANDARD. FROM GRILL MARKED TO SOURDOUGH TO GLUTEN FREE AND POTATO BASED BUNS, THE VARIETY ON OFFER WILL SEND A MESSAGE TO CUSTOMERS ABOUT THE OVERALL QUALITY OF THE BURGER AND BBQ MENU.”

“GETTING A LIMITED TIME OFFER RIGHT CAN HAVE REAL BENEFITS TO THE BOTTOM LINE. THE ‘GET IT BEFORE IT’S GONE’ MESSAGE HELPS TO ENCOURAGE IMMEDIATE FOOTFALL AND INTRODUCE CONSUMERS TO YOUR OVERALL OFFERING.”

“ENSURE YOUR OFFERING CAN BE TAILORED TO OFFER PERSONALISED SOLUTIONS TO FIT EVOLVING DIETARY AND LIFESTYLE PREFERENCES.”

“CONSUMERS LOVE TO KNOW THE STORY BEHIND THE MENU – THEY WANT TO KNOW THAT THE MEAT THAT THEY ARE EATING IS SOURCED ETHICALLY AND IS SUPPORTING LOCAL SUPPLIERS WHERE POSSIBLE. THIS DOESN’T APPLY JUST TO THE MEAT – IT APPLIES TO CONDIMENTS, TOPPING AND SIDE DISHES AS WELL.

SIGNPOSTING INGREDIENT SOURCES AND SUPPLIER VALUES ON A MENU WILL HELP TO REASSURE CUSTOMERS AND TO DRIVE SALES – AND THIS NEEDS TO BE SUBTLE AND NOT OVER THE TOP SO THAT MESSAGING IS BELIEVABLE AND PART OF THE OVERALL EXPERIENCE.”







## ASIAN STYLE PULLED PORK BURGER

### INGREDIENTS

#### BURGER INGREDIENTS:

*Serves 10 people*

- 10 Americana Brioche Buns
- 2.5kg pulled pork (flavoured with a sweet chilli sauce)
- 10 pcs sliced cheddar cheese
- 20 onion rings
- 400g Asian coleslaw salad
- Sweet chili sauce
- Baby gem lettuce

#### ASIAN COLESLAW SALAD:

- Shredded savoy cabbage
- 2 shredded carrots
- 2 onions
- 50g mayonnaise seasoned with a little soy sauce

### METHOD

1. Mix the ingredients for the Asian coleslaw
2. Cook the onion rings
2. Toast the bun, usually brushed with a little oil or butter for additional gloss
3. Place the lettuce on the bottom of the bun
4. Heat the pulled pork and add to the bun with a spoon of sweet chili sauce
5. Add the cheese, 2 onion rings and a spoonful of the Asian coleslaw

## MAN OF THE MATCH BURGER

### INGREDIENTS

*Serves 10 people*

- 10 Americana Gourmet Kaiser Cut Buns
- 10 pcs beef burgers
- 20 slices of bacon
- 10 pcs sliced Red Leicester cheese
- 200g onion
- Iceberg lettuce
- 100g tomato relish
- 50g green jalapeno
- 100g mayonnaise

### METHOD

1. Toast the bun, and brush with a little oil or butter to gloss up the bread
2. Add the relish, green jalapeno, onion and iceberg lettuce on bottom slice
3. BBQ or grill the beef burger and bacon and add Red Leicester cheese on top
4. Place the burger on top of the bottom of the bun
5. Spread the mayonnaise on the top half of the bun and place on top of the burger





## A TASTE OF SUMMER BURGER

### INGREDIENTS

*Serves 10 people*

- 10 Americana Brioche Burger Buns
- Mixed salad
- 10 beef burgers
- 10 pcs of roasted red peper
- 10 slices of cheddar cheese
- 20 slices of red onion
- Mayonnaise

### METHOD

1. Toast the bun.
2. Add the mayonnaise on the bottom piece and some of the mixed salad
3. Grill the beef burger and season with salt and pepper
4. Add the cheddar cheese
5. Top with onion, roasted red pepper and remaining mixed salad

## SWEET CRISPY CHICKEN AND PATATAS BRAVAS BURGER

### INGREDIENTS

*Serves 10 people*

- 10 Americana Brioche Buns
- 10 pcs crispy coated chicken burger
- Potato cubes
- 50g butter
- Sweet roasted red pepper salsa
- Mayonnaise
- Rocket
- Fresh parsley

### METHOD

1. Add the potato cubes to a baking tray with a drizzle of vegetable oil and a pinch of salt and pepper
2. Put the tray in the oven for 25-30 min or until the potatoes are golden and crispy
3. Cook the chicken burger
4. Toast the bun, brushed with a melted butter to gloss up the bread further
5. Add the mayonnaise on the bottom piece and top with the the rocket
6. Place the crispy coated chicken burger bun and add the potatoes
7. Season with salt & pepper
8. Top off the burger with the sweet roasted red pepper salsa and a sprinkle of fresh parsley







## THE 'JUST AS GOOD AS A MEAT BURGER' BURGER

### BURGER INGREDIENTS

*Serves 10 people*

- 10 Americana Glazed Burger Buns
- 20 pcs halloumi
- 20 slices of beetroot
- 200g sliced pickled red onion
- Mayonnaise
- Kale

### METHOD

1. Toast the Glazed bun
2. Add the mayonnaise and the kale on the bottom of the bun
3. Cook the halloumi until it starts to turn golden brown
5. Place the halloumi on the bun
6. Season with salt & pepper
7. Top off the burger with the sliced pickled red onion, beetroot and some extra mayonnaise

## VEGAN JACKFRUIT BURGER

### INGREDIENTS

*Serves 10 people*

- 10 Americana Glazed Burger Buns
- 1.5kg shredded Jackfruit in BBQ sauce
- Vegan mayonnaise
- 200g shredded red cabbage
- Lamb's lettuce

### METHOD

1. Toast the Glazed bun
2. Add the vegan mayonnaise on the bottom piece and top off with the Lamb's lettuce
3. Heat the Jackfruit and place on the lettuce
4. Add the shredded cabbage and some extra mayonnaise
5. Season with salt & pepper



## PRODUCTS FOR SUCCESS:

# AMERICANA'S GOURMET BURGER BUN RANGE

We know that your customers want the very best burger experience. That's why we're dedicated to bringing you a range of gourmet burger buns that will help elevate your burger menu. Simply trade up to gourmet by choosing the bun that best suits your burger recipe. Each bun is made using only the highest quality ingredients and are guaranteed to deliver a quality experience.

### THE GRILL MARKED BUN

Our Grill Marked Bun comes fully baked and ready sliced for convenience. The grill marks applied to the top give it an authentic just grilled look and add a subtle smoky BBQ flavour to the bun. The glazed finish maximises visual impact and the ready marked buns offer a visual point of difference whilst guaranteeing consistency and minimising labour time.



### THE BRIOCHE BURGER BUN

This convenient, pre-sliced, Brioche Bun has a glazed finish with a premium quality appearance. Containing butter and free range egg for enhanced flavour, this bun offers superior indulgence. Its delicate flavour compliments a range of premium burger recipes.



### THE GOURMET KAISER CUT BUN

This gourmet bun is pre-sliced for convenience, and made with our exclusive, traditional recipe to provide a distinct Sourdough flavour. Boasting a firm texture and a robust bun structure, it is finished with a Kaiser cut top that adds an attractive point of difference. The bun adds fresh artisan bakery cues to any burger.



### THE GLAZED BUN

This gourmet bun is pre-sliced for convenience and finished with a shiny glaze, enabling caterers to elevate their vegan burger offering.



## THE BENEFITS OF USING FROZEN

Americana is one of the UK's leading suppliers of high quality frozen burger buns. Using frozen buns offers all the commercial benefits of ambient, with minimal operational costs. Defrost little and often throughout the day - to ensure products stay fresh and appealing.

Neatly packaged in one frozen box our pre-sliced, gourmet buns have minimal labour requirements, reduce waste and guarantee consistency.


### Did you know?

- ➔ Our classic American-style burger buns and hot dog rolls are made using a traditional sponge and dough method to give an authentic flavour and texture.
- ➔ Our Brioche Buns and Hot Dog Rolls are made with butter and free-range eggs for a superior flavour.
- ➔ All our breads produced in our Milton Keynes factory are halal certified.
- ➔ All Americana products are pre-sliced, fully baked and supplied frozen, so they can be defrosted quickly and easily with minimal waste.
- ➔ With the exception of the brioche range, all of our burger buns are suitable for Vegans.







For more information, insight and recipe inspiration visit  
[www.Americana.co.uk](http://www.Americana.co.uk)

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