

## ESSENTIAL TRENDS & CONCEPTS



### CONSUMER INSIGHTS

- **9 out of 10** consumers have **ordered a burger** in the last month
- **85%** of consumers **prioritize ingredient choices** when ordering
- Top Barriers to ordering burgers are high costs (26%) and **health concerns** (12%)



### THE BURGER BUZZ

- **Demand is rising for premium flavors** such as upscale cheeses, unique sauces, and global flavors (Asian, Mexican)
- **Customization, flavor, and value are key** to creating premium burger experiences



### PROTEIN SUPREME BURGER

- **Base:** Brioche Bun (split & toasted)
- **Sauce:** Sauce Craft™ Signature Sauce
- **Toppings:** Applewood Smoked Bacon, American Cheese, Egg (Over Easy)
- **Protein:** Grilled Hamburger Patty



### OPERATOR OPPORTUNITIES

- **Highlight premium sauces, indulgent toppings** (like bacon and egg), and **upscale burger carriers** (brioche, pretzel buns) to drive value
- **Promote customization** to drive perceived value and repeat visits