



BURGER MENU INSIGHTS



Smoked Almond Butter Crunch Burger with Sweet Baby Ray's Golden Barbecue & Wing Sauce

A burger is a classic dish, but that doesn't mean it shouldn't be updated regularly. According to the latest Technomic Trend Report, more and more consumers are looking for exciting ways to mix up their traditional burger order, turning to a wide range of new sauces, flavors and topping options.



★ 43% ★

of consumers are interested in trying new condiment flavors and varieties on burgers

17%

increase in the popularity of barbecue burgers

42%

of consumers agree specialty toppings make a burger "premium"

57%

of consumers eat burgers at least once a week



CUSTOMIZATION IS AN IMPORTANT ASPECT OF HAVING A BURGER ON THE MENU

58% of consumers say it's very important they can customize burger toppings and are willing to pay more

37% of consumers would consider ordering **barbecue sauce** on their burger



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80% of consumers are willing to pay more for **pulled pork**

Championship Challenge BBQ Burger with Sweet Baby Ray's Original Barbecue Sauce

82% of consumers are willing to pay more for **bacon**



Buffalo Bleu Cheese Burger with Sweet Baby Ray's Buffalo Wing Sauce

50%

of consumers prefer very **spicy sauces**



16.7%
Habanero growth



11.1%
Sweet Chili growth



20%
Gochujang growth



Global flavors are gaining ground on burgers, such as Jamaican Jerk

Source: Technomic 2019 Consumer Trend Report

Let's talk sauce. Call us at (800) 633-5800 or visit sbrfoodservice.com