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Burgermania II: love at first bite

Burgers boast timeless appeal, but standing out in a crowded category isn't easy anymore. Here are 50 burgers that get noticed.

By Allison Perlik, Senior Editor

Burgers are a true American icon, and the public's cravings for the juicy, beefy sandwiches are far from sated. An overwhelming majority of consumers, 85%, eat burgers once a month or more, and a stunning 44% eat burgers at least once a week, according to recent research from Chicago-based **Technomic Inc.**

Nearly all of foodservice shares consumers' affection: Burgers are on 62% of commercial operations' and 90% of noncommercial operations' menus, according to R&I's 2007 **Menu Census**,

and hamburgers and cheeseburgers are among the top 10 sandwiches operators say are rising in sales.

R&I's first "Burgermania" article—in the July 15, 2007, issue—shared more than 50 burger builds from Top 400 Chains. But burgers hardly are limited to chain menus these days. Independent restaurants, colleges and universities, hospitals, contractors and others boast signature burgers as well; even the country's top chefs are getting in on the assemble-a-burger act.

Two things are certain: Consumers never tire of being offered new variations on their favorite food, and operators aren't close to running out of ideas.

Have a look at how the following 50 operations from across the foodservice industry and the menu-price spectrum craft burgers that inspire not only adoration but also repeat business.

