

The background image shows two burgers on a rustic wooden table. One burger is in the foreground, resting on a piece of brown paper, and is topped with lettuce, a beef patty, melted cheese, tomato slices, and a strip of bacon. Another burger is visible behind it, also on brown paper. In the upper left background, there is a wicker basket. A red and white checkered cloth is partially visible behind the burgers. The text 'SCHWEID & SONS' is in a white serif font, with 'BURGER' and 'TRENDS' in a larger, bold white sans-serif font. 'REPORT' is in a white sans-serif font, flanked by horizontal lines, and '2017' is in a white sans-serif font below it.

SCHWEID & SONS[®]
BURGER
TRENDS
—REPORT—
2017

How do you create *The Very Best Burger*? We know it all starts with high-quality beef and then from there, the sky is the limit. Buns, condiments, veggies, sauces, sizes, preparations, price, and customer service all factor in to what makes a successful Burger menu and restaurant.

That is why year after year, we bring you our annual Burger Trends Report. Meticulously compiled by gathering intel from our valued customers across the country about their Burgers, menus, and marketing, it gives you unprecedented insight into what's trending and what is never going out of style (spoiler alert: American cheese is still the king.)

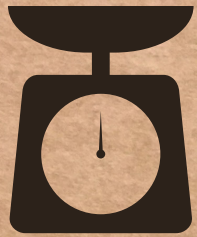


Black Iron Burger @ SOBEWFF | Credit: Dro Photography

This year, we've made it even more data-rich. New questions provide details about point of sale materials, beverages, desserts, and online ordering. The report now not only tells you what is a classic, but what's on trend, while also providing context for the restaurant overall. In addition, it also sheds light on what social marketing channels are working to help drive in customers and raise customer satisfaction.

Ultimately, this is intended to be a source of inspiration that paves the way for thoughtful creativity and calculated experimentation. We want to help you stay ahead and on top of trends in the restaurant business, give you that little edge over your competition, and separate you from the pack. Sure, you could trailblaze and just try to figure things out, but we get it, for the busy and overwhelmed operator, that takes a lot of time and can be financially risky.

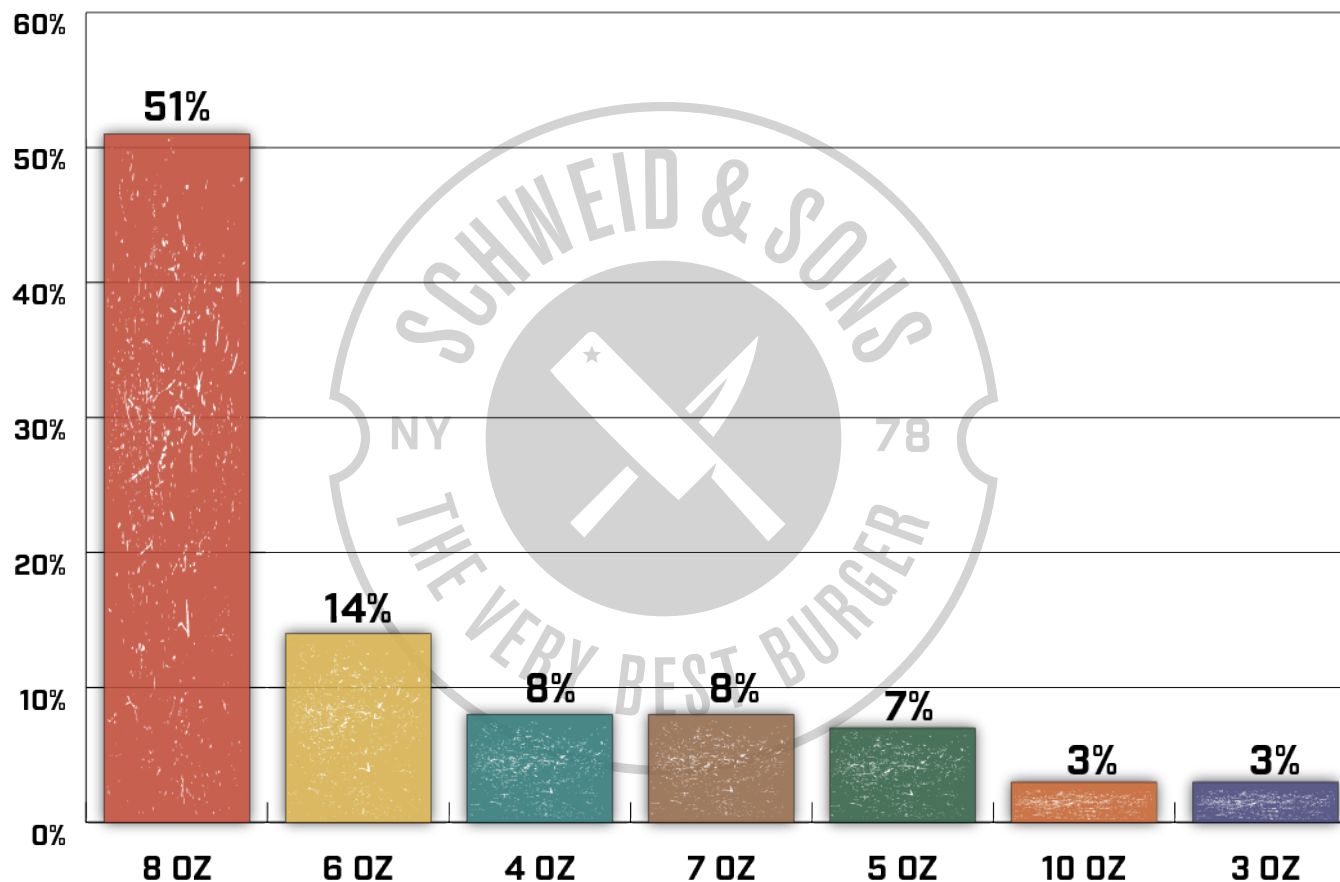
Instead, we did all the work and gathered the intel so you can make informed creative choices. So, how will you differentiate yourself in 2017?



What is the most popular Burger patty size being served in restaurants?



Credit: George Motz

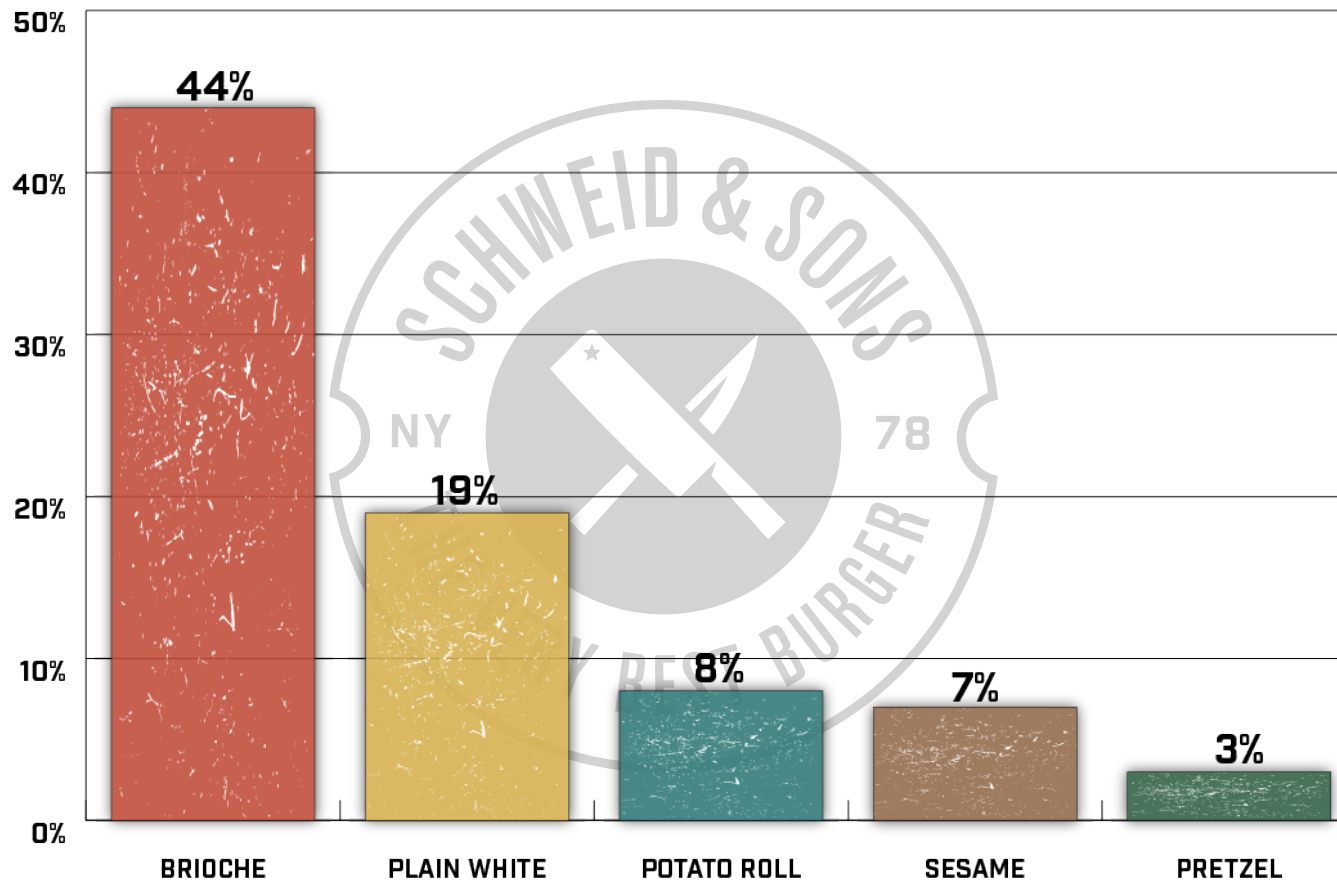




What is the most popular Burger bun being served in restaurants?



Credit: Night Agency

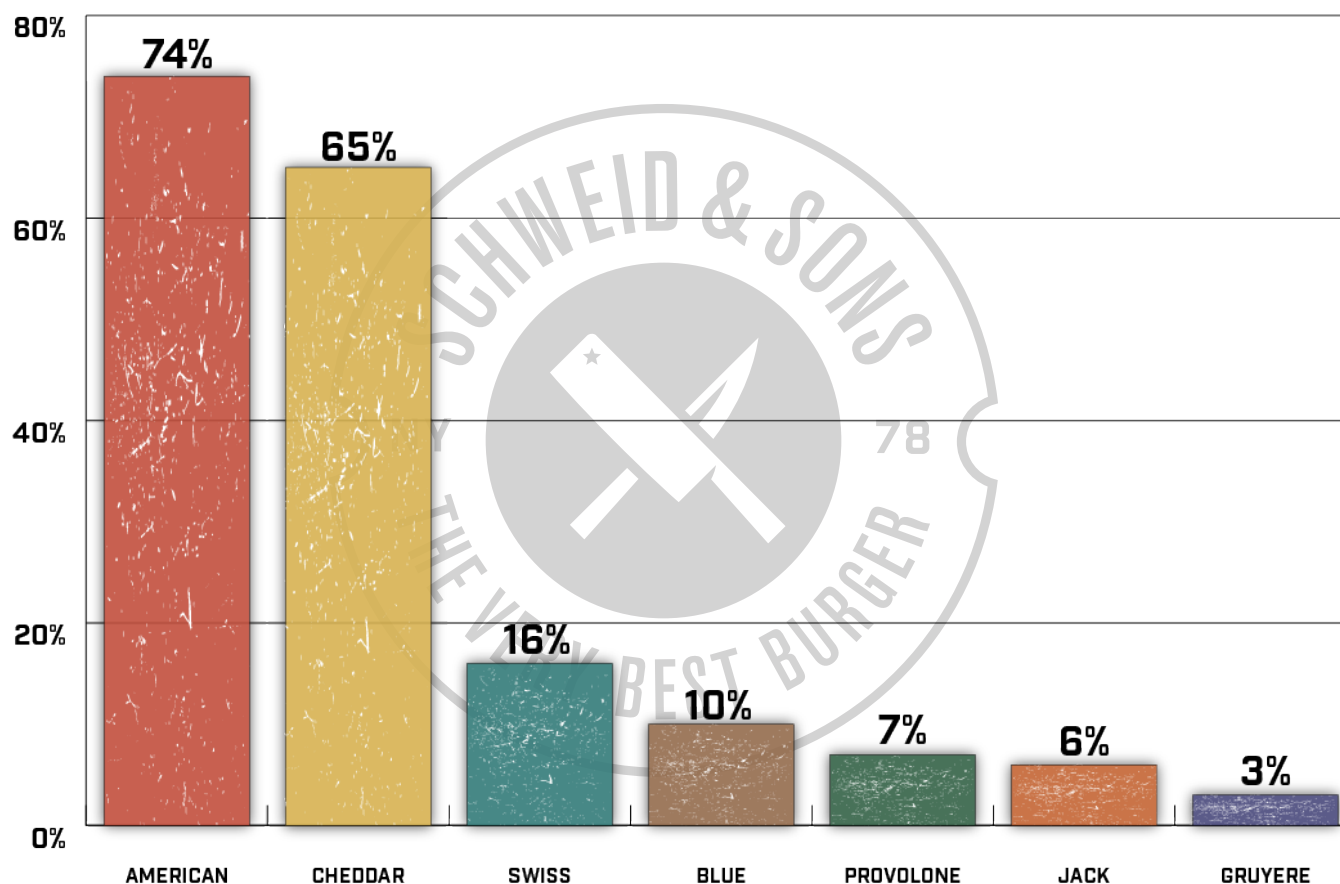




What is the most popular cheese being served on Burgers in restaurants?



The Double Stack Burger | Credit: Stafford Photography

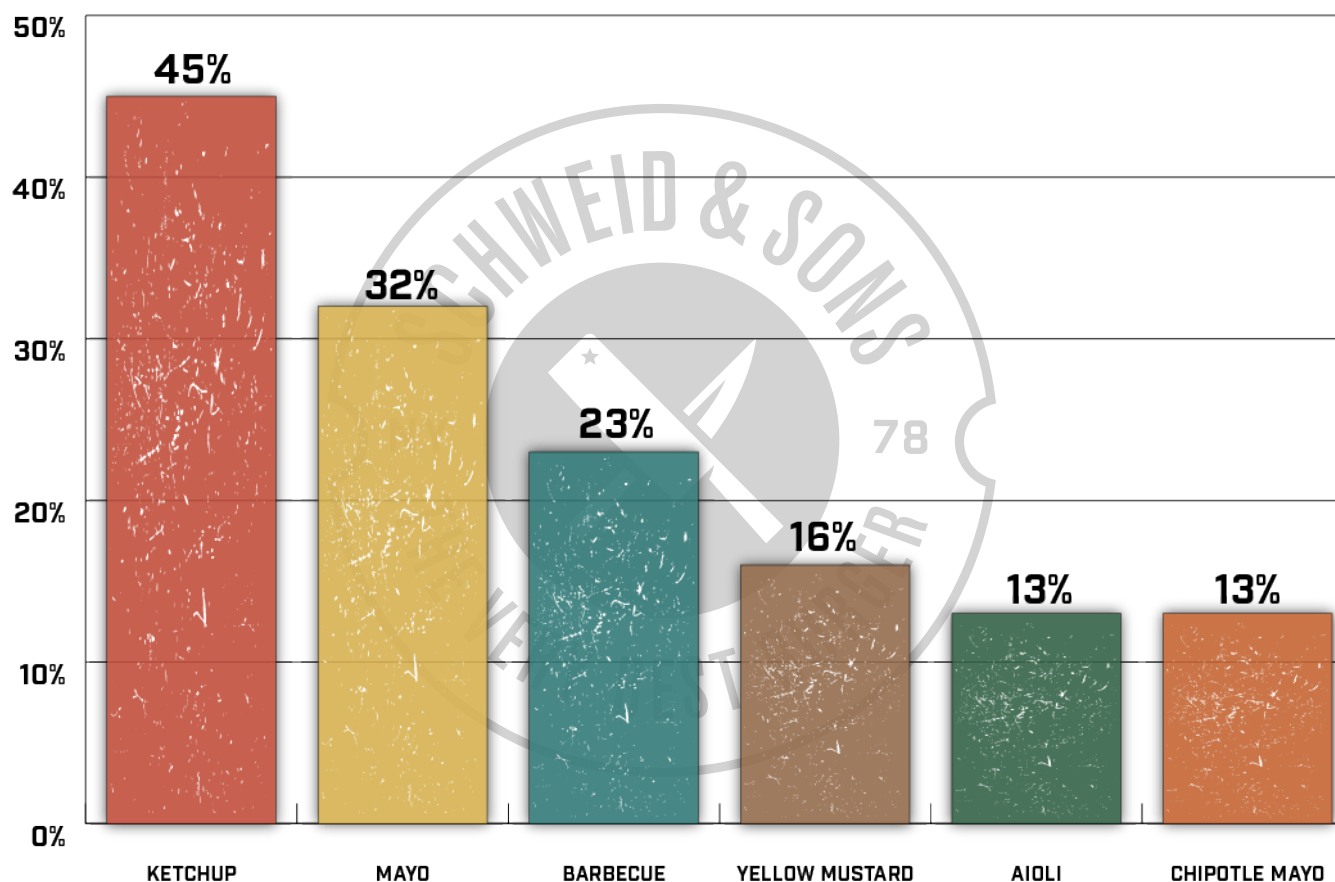




What is the most popular sauce being served on Burgers in restaurants?



EMILY @ SOBEWFF | Credit: Dro Photography

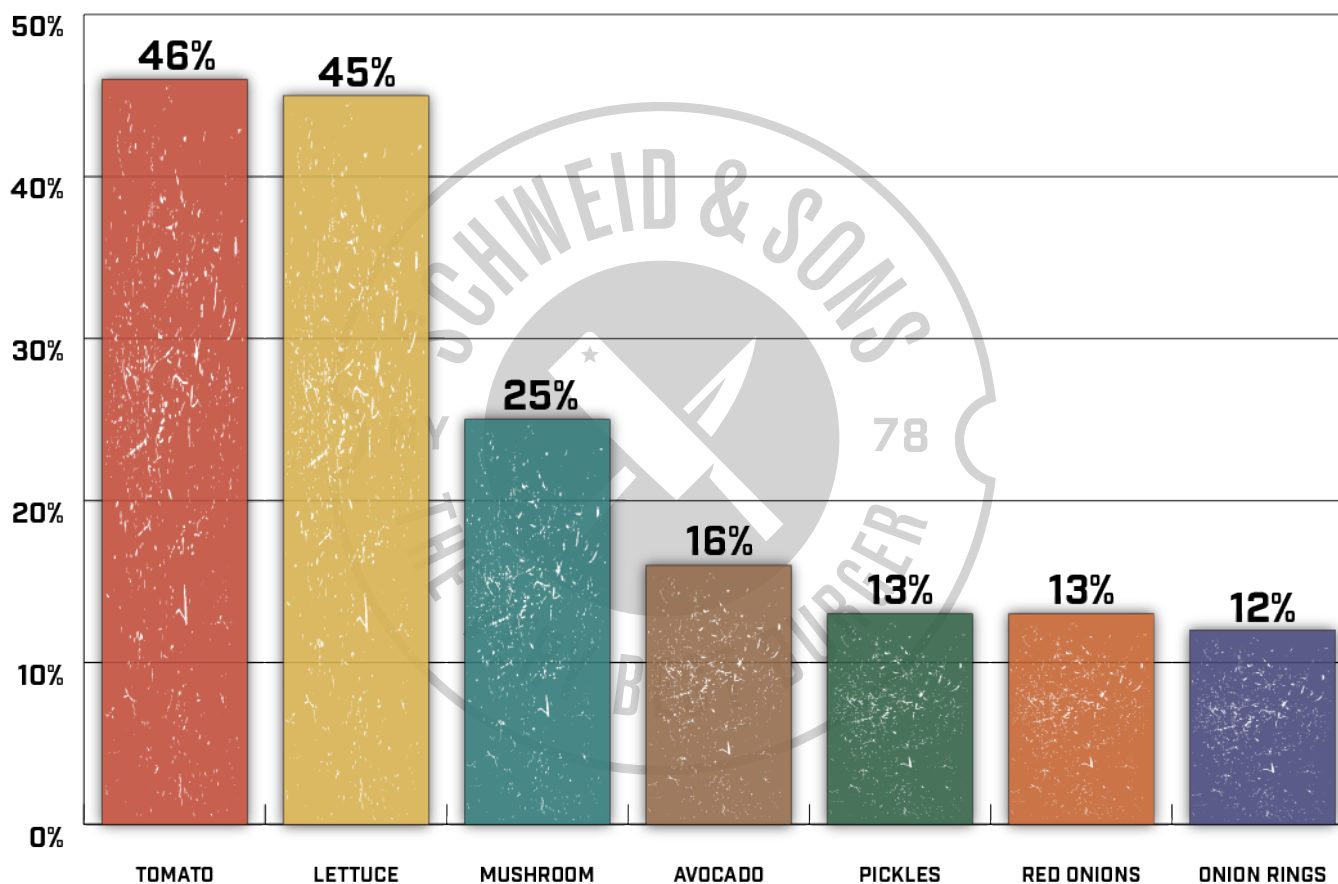




What is the most popular vegetable topping on Burgers in restaurants?

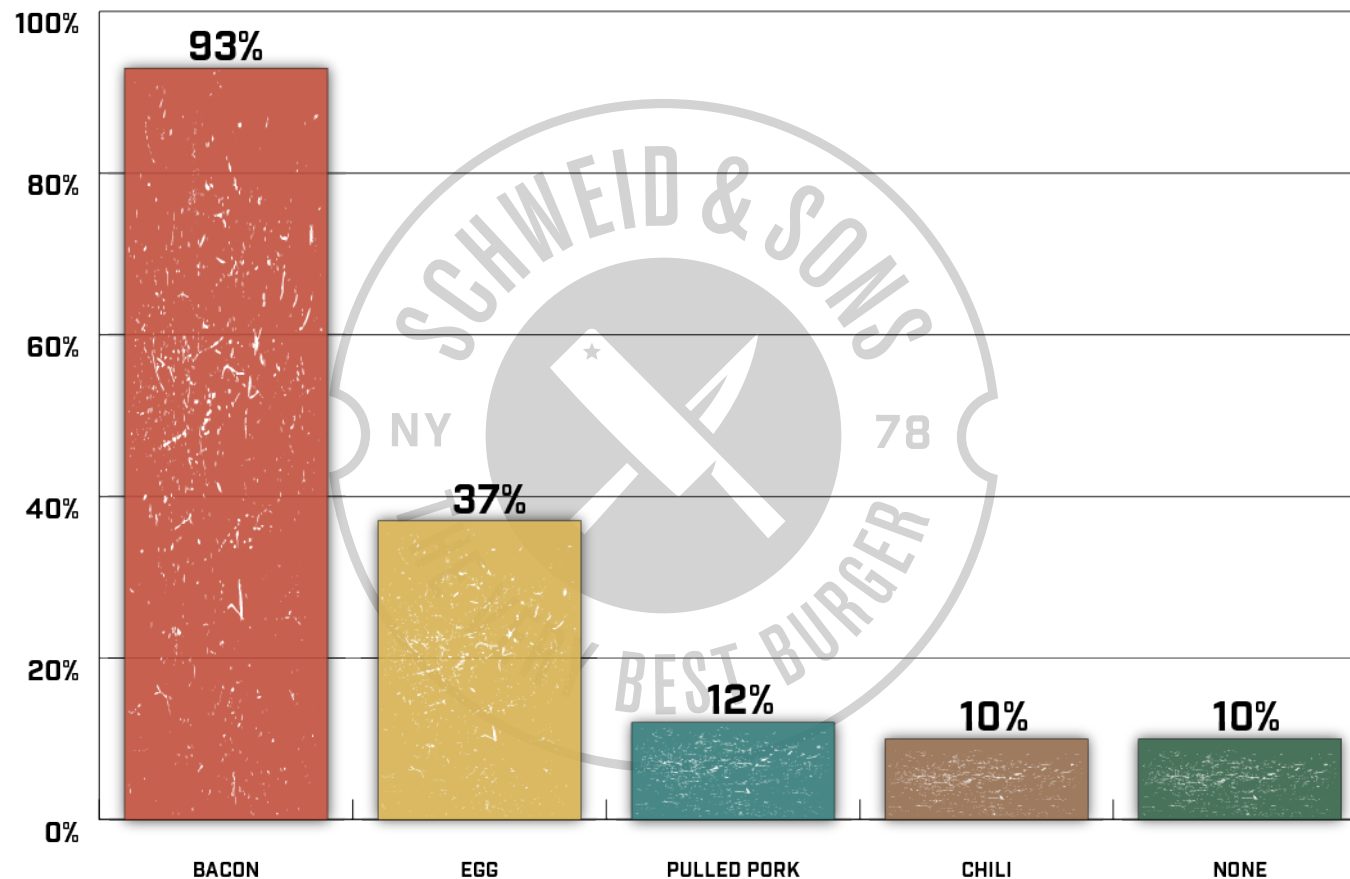


The Tex Mex Burger | Credit: Stafford Photography



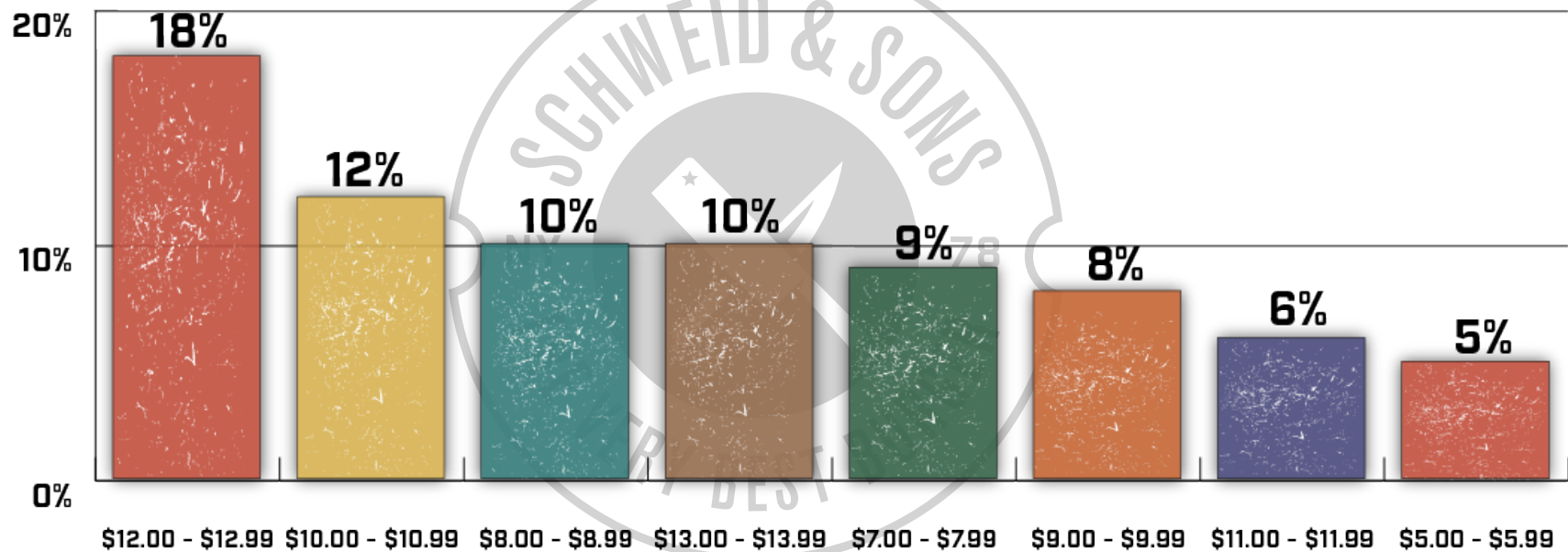


What is the most popular protein topping on Burgers in restaurants?



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What is the most popular price at which Burgers are being sold in restaurants?

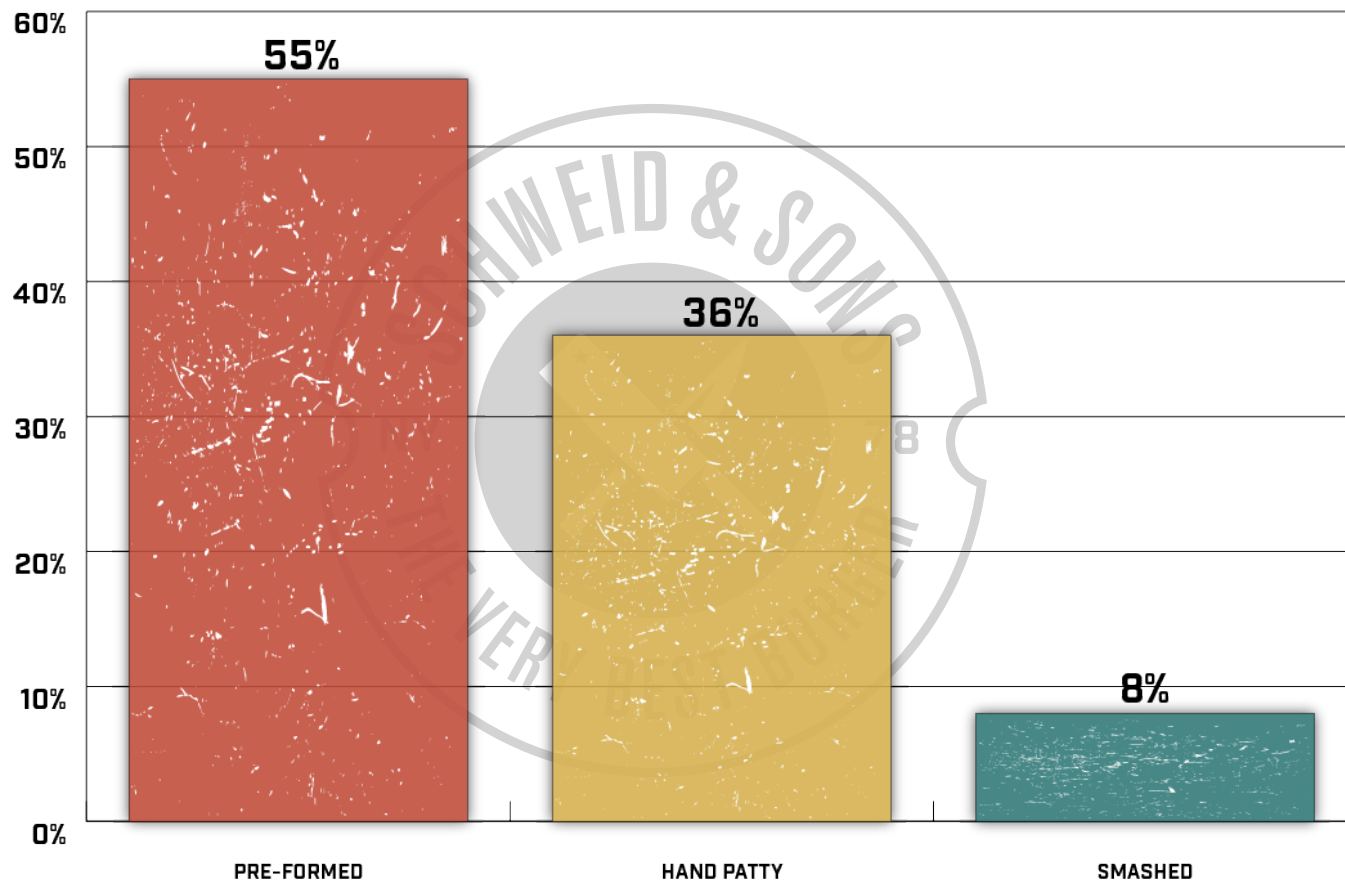




What is the most popular formation of Burgers being sold in restaurants?



Credit: George Motz

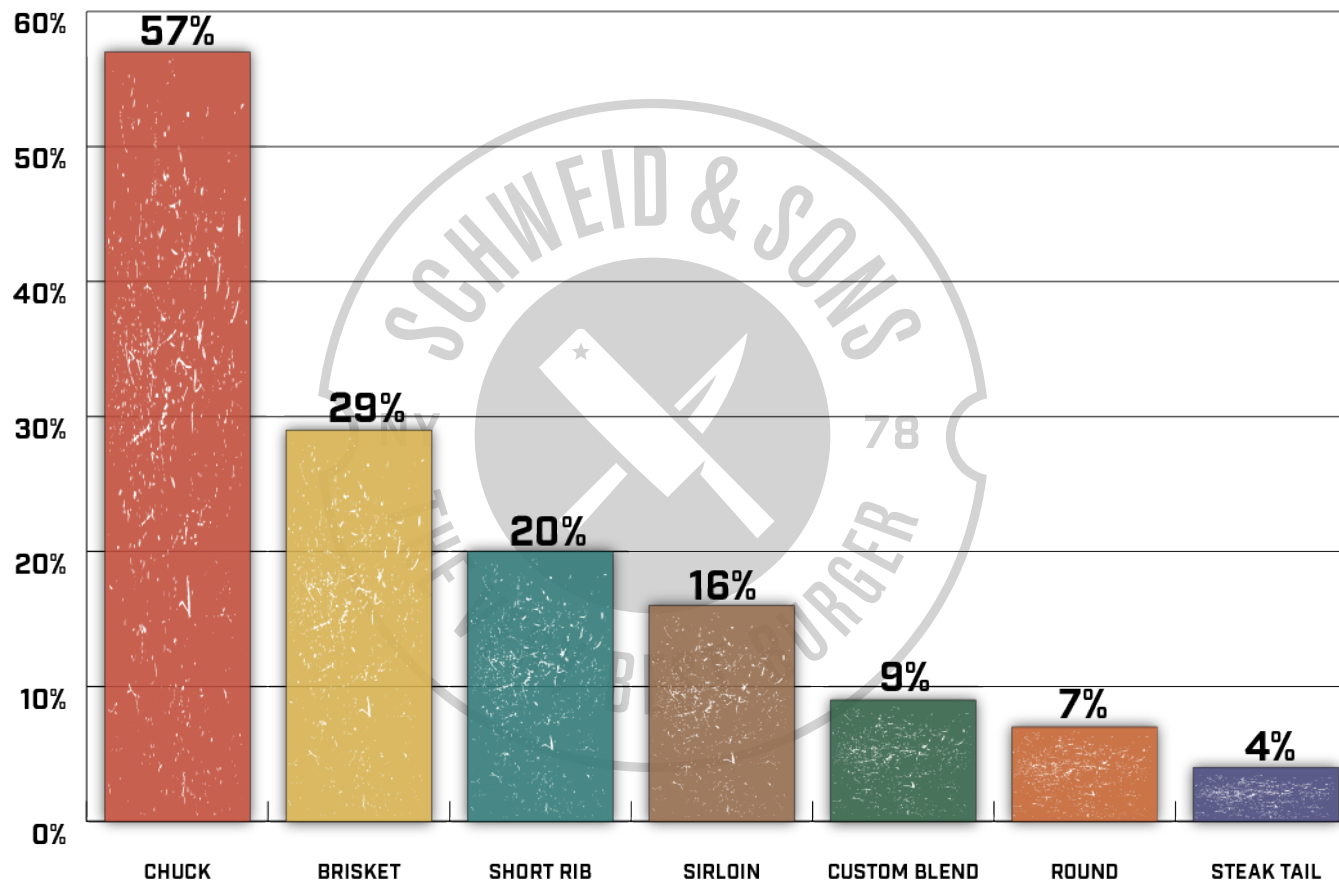




What is the most popular cut of beef in Burgers being sold in restaurants?

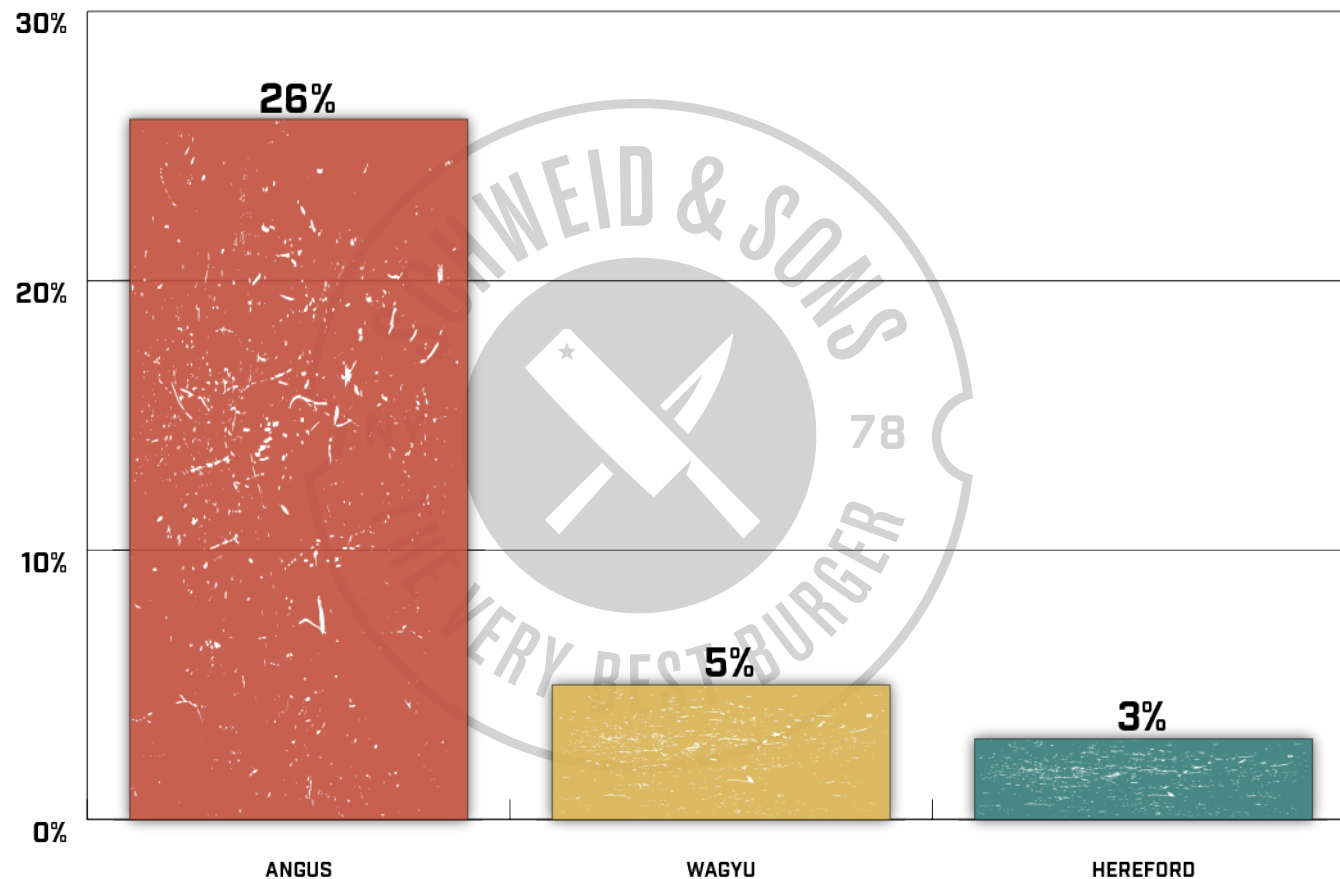


Credit: George Motz





What is the most popular breed of cattle used for Burgers sold in restaurants?

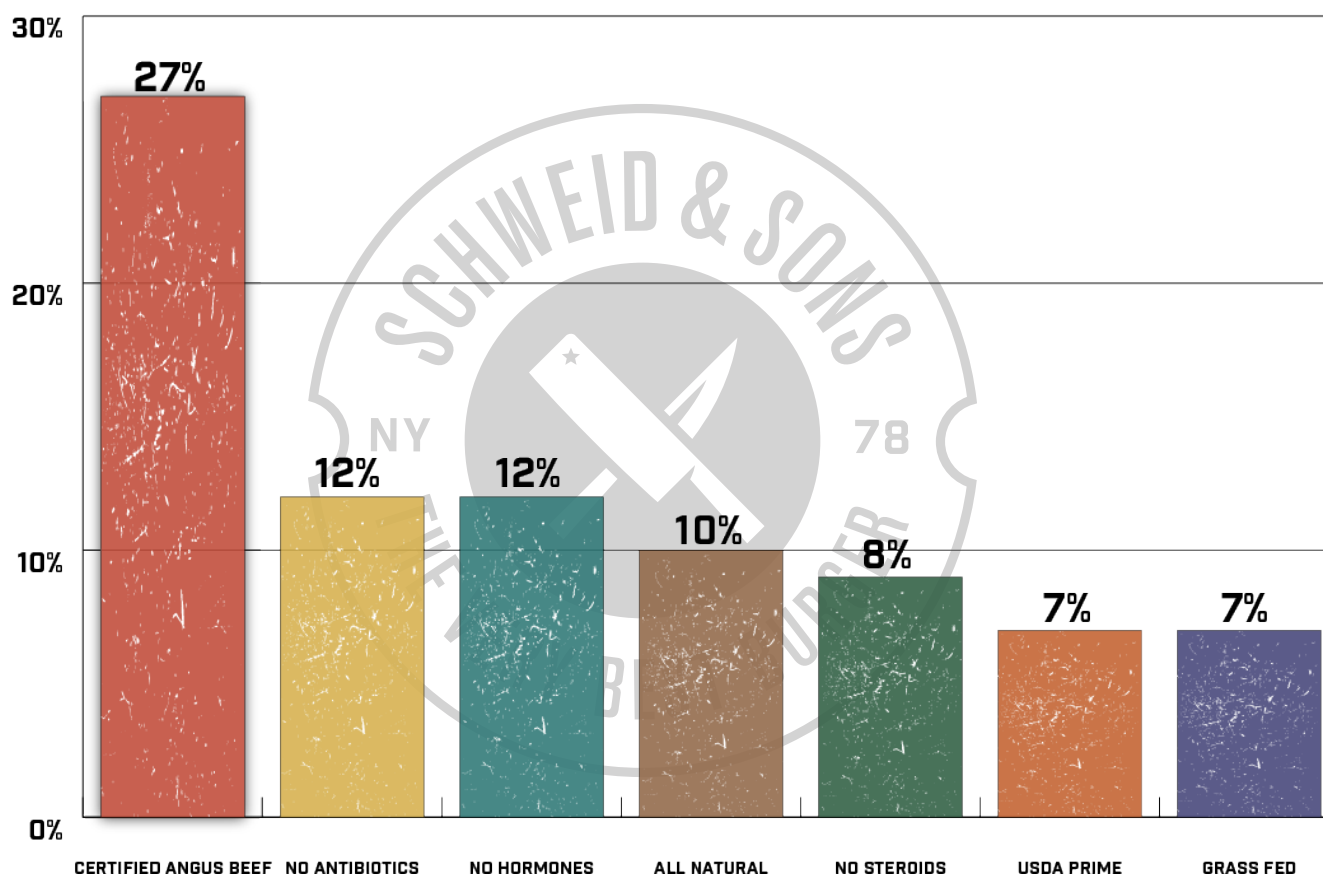




What is the most popular certification of Burgers being sold in restaurants?



The Ninja Burger | Credit: Stafford Photography

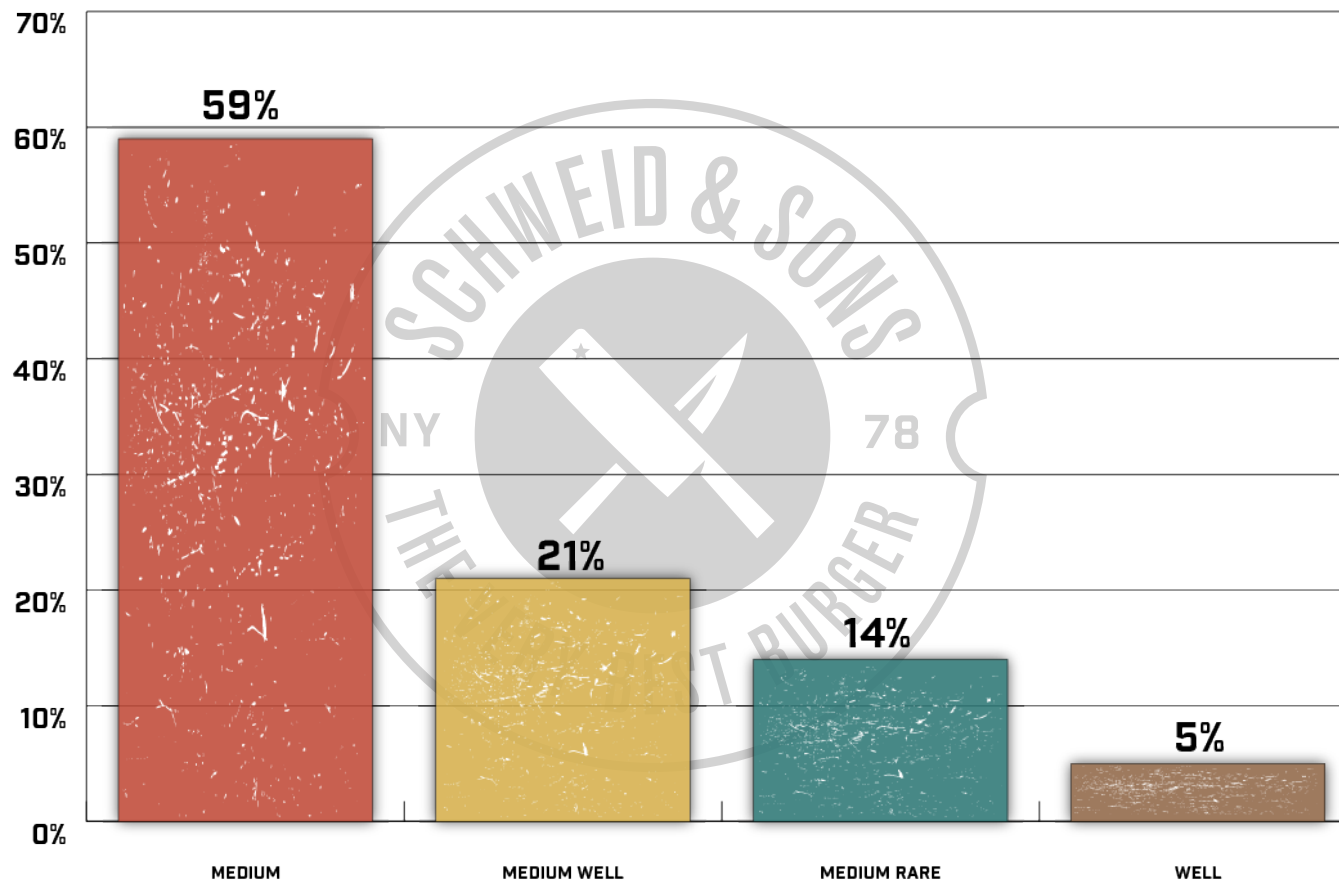




What is the most popular temperature at which Burgers are cooked in restaurants?



Quality Meats @ SOBEWFF | Credit: Dro Photography

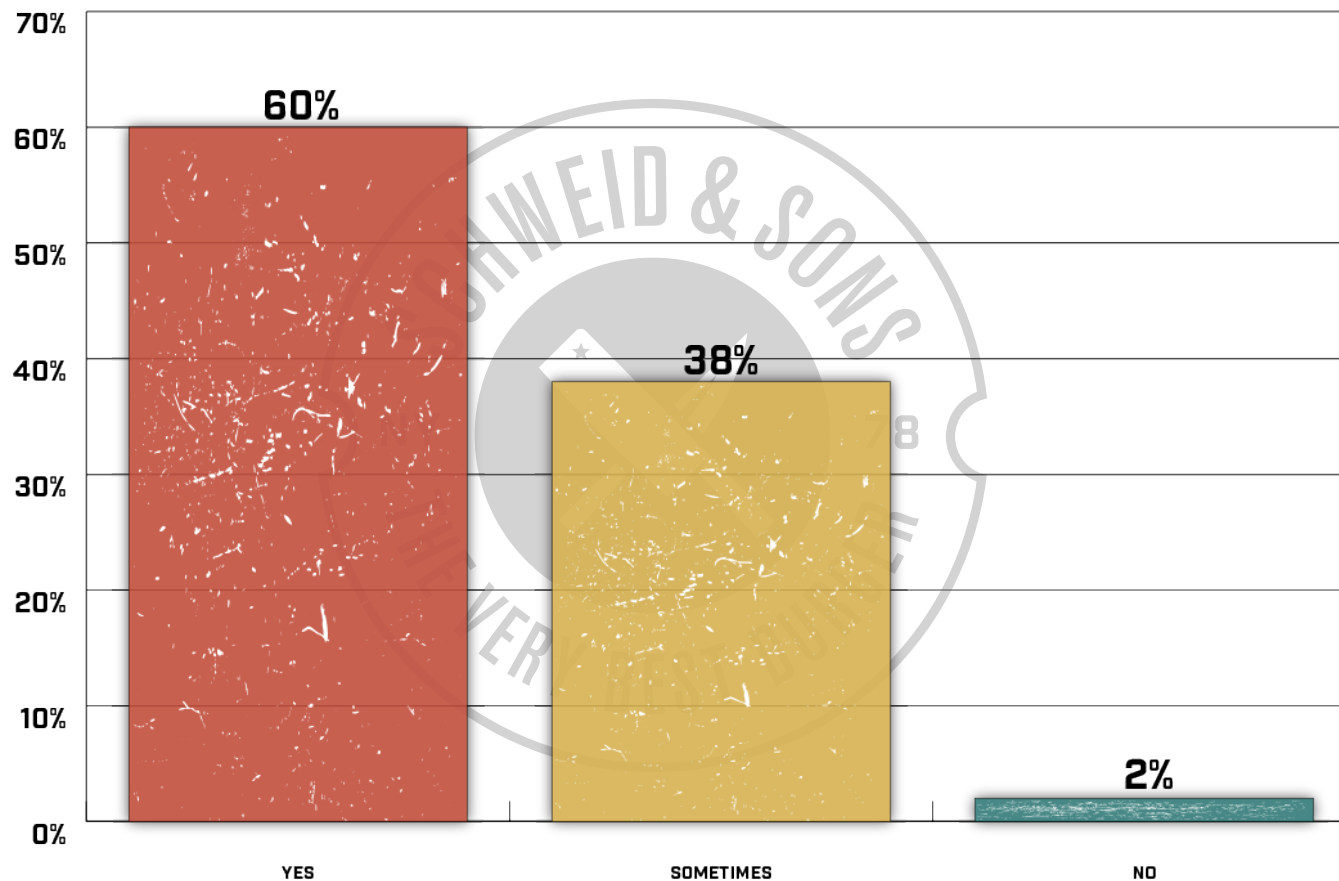




Do restaurants allow customization of Burgers on their menus?



The Sprouted Burger | Credit: Stafford Photography

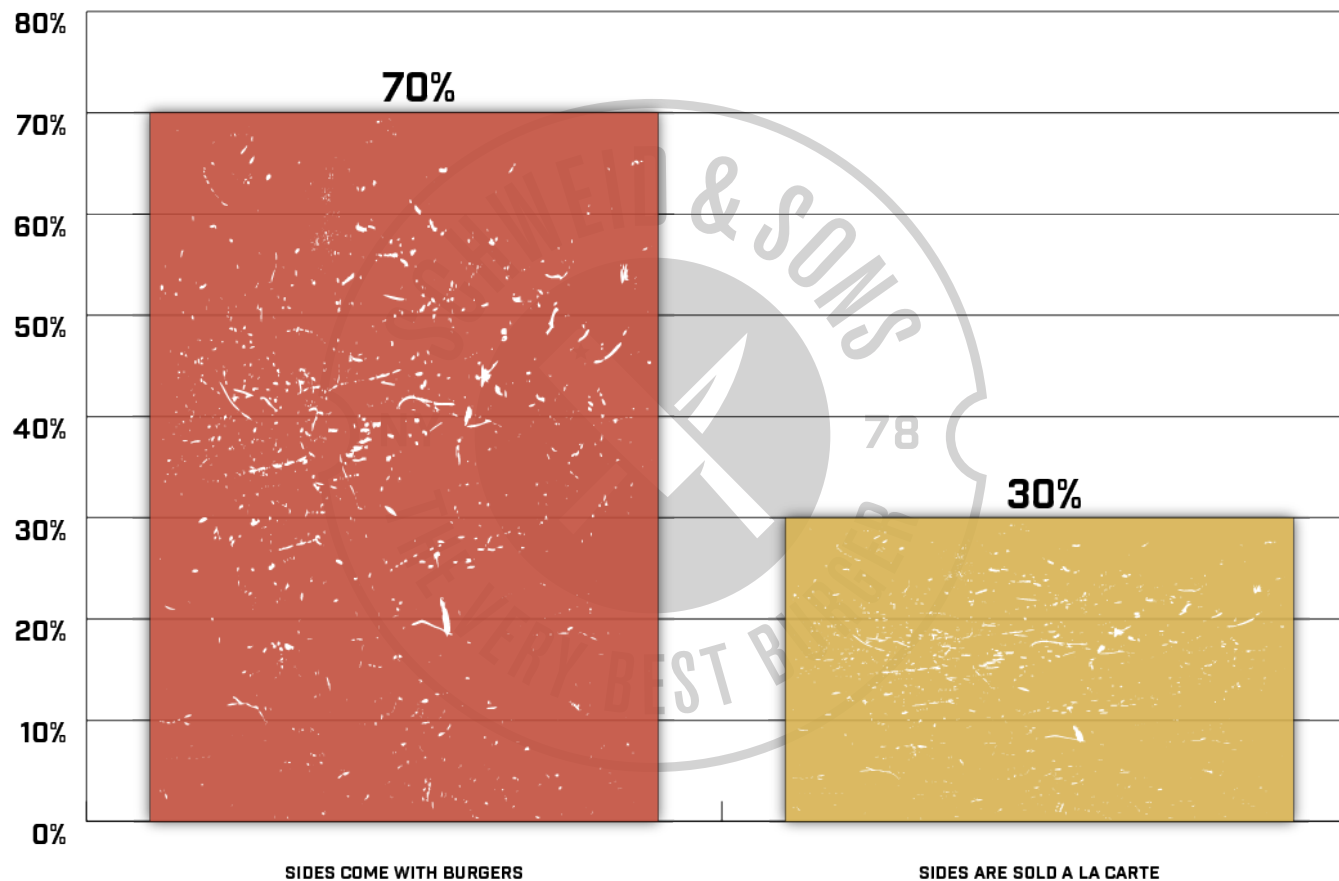




Do side items come with Burgers or are they sold A La Carte?



The Rodeo Burger | Credit: Stafford Photography

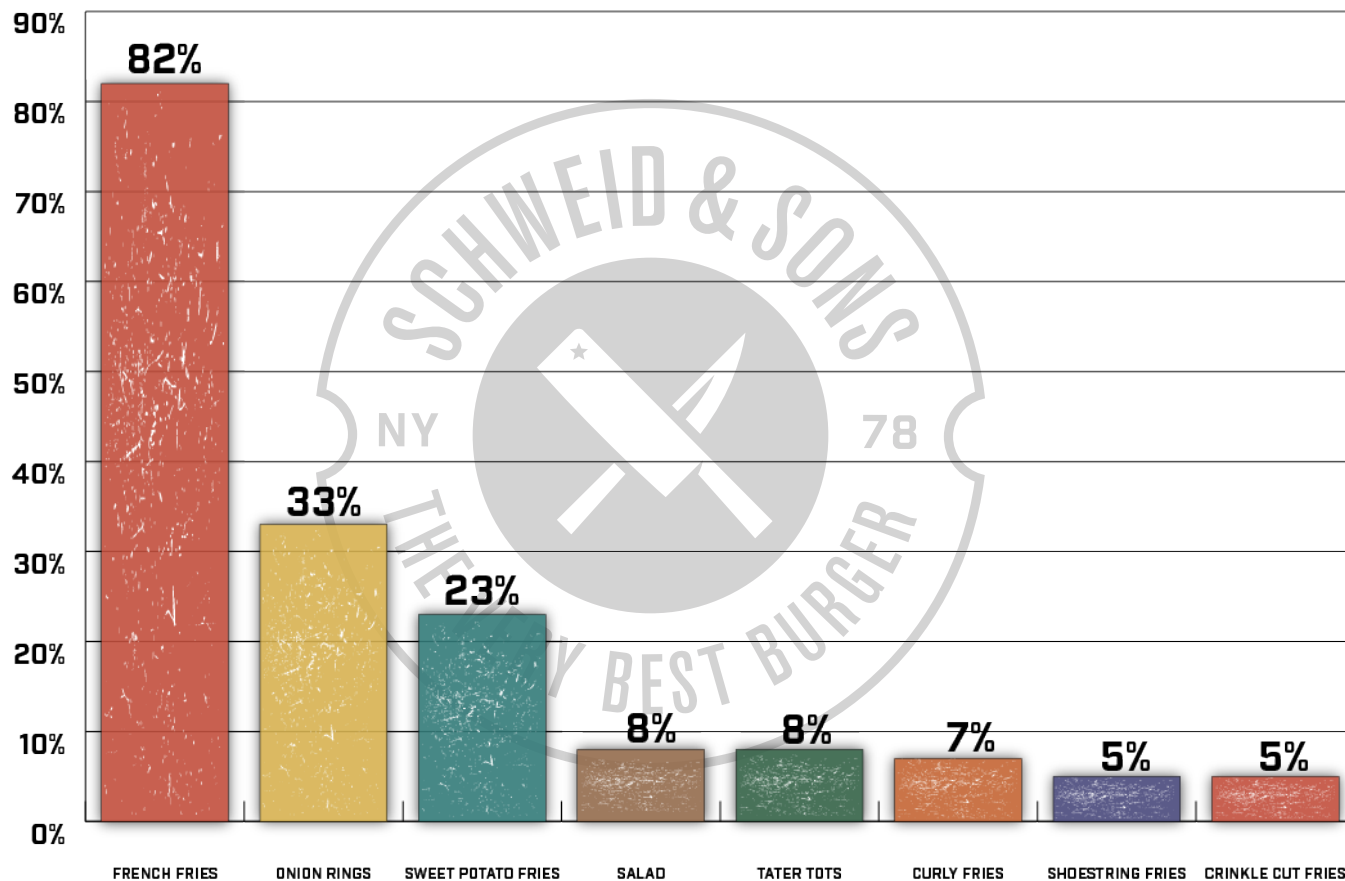




What is the most popular side item ordered with Burgers at restaurants?

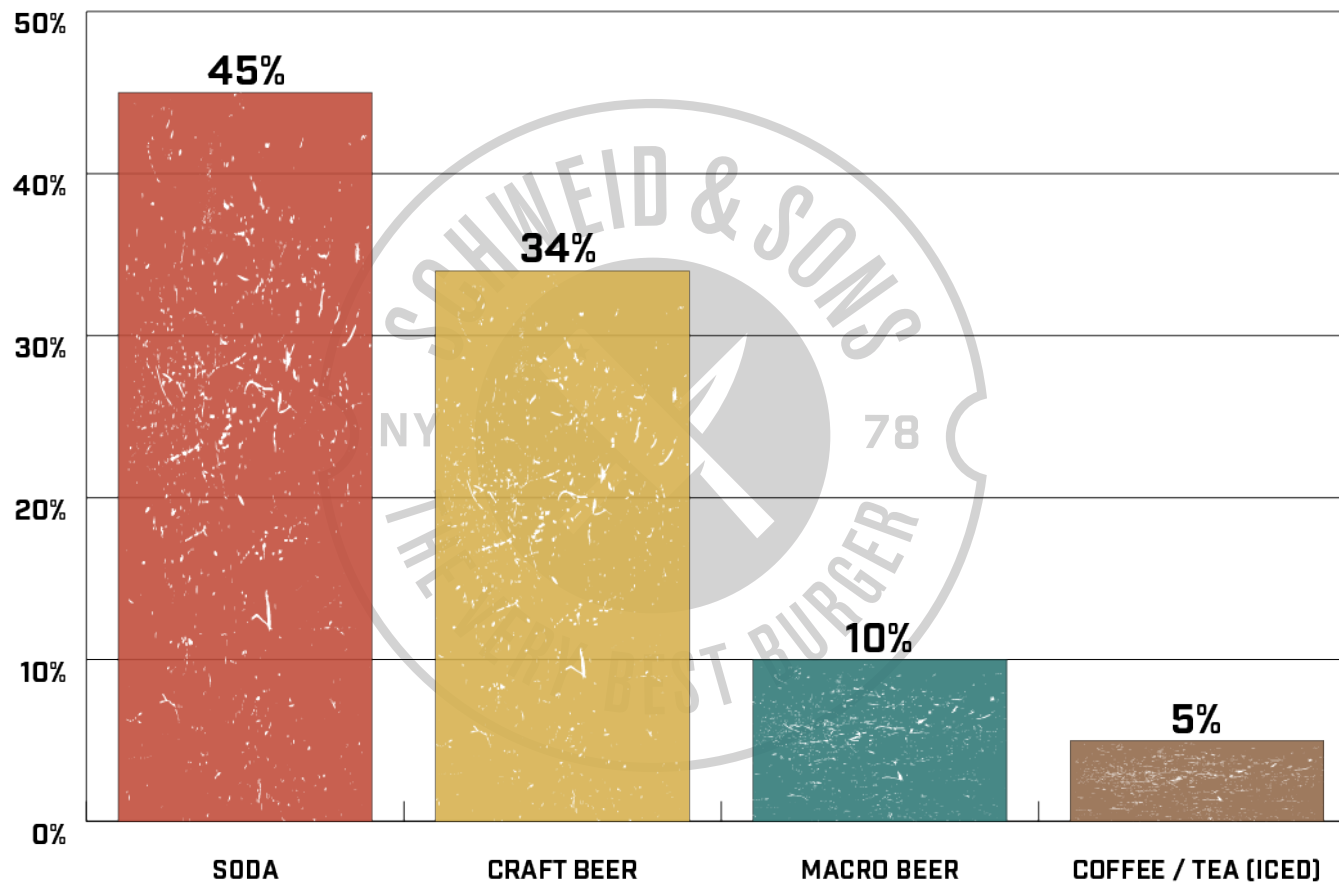


Black Iron Burger @ SOBEWFF | Credit: Dro Photography



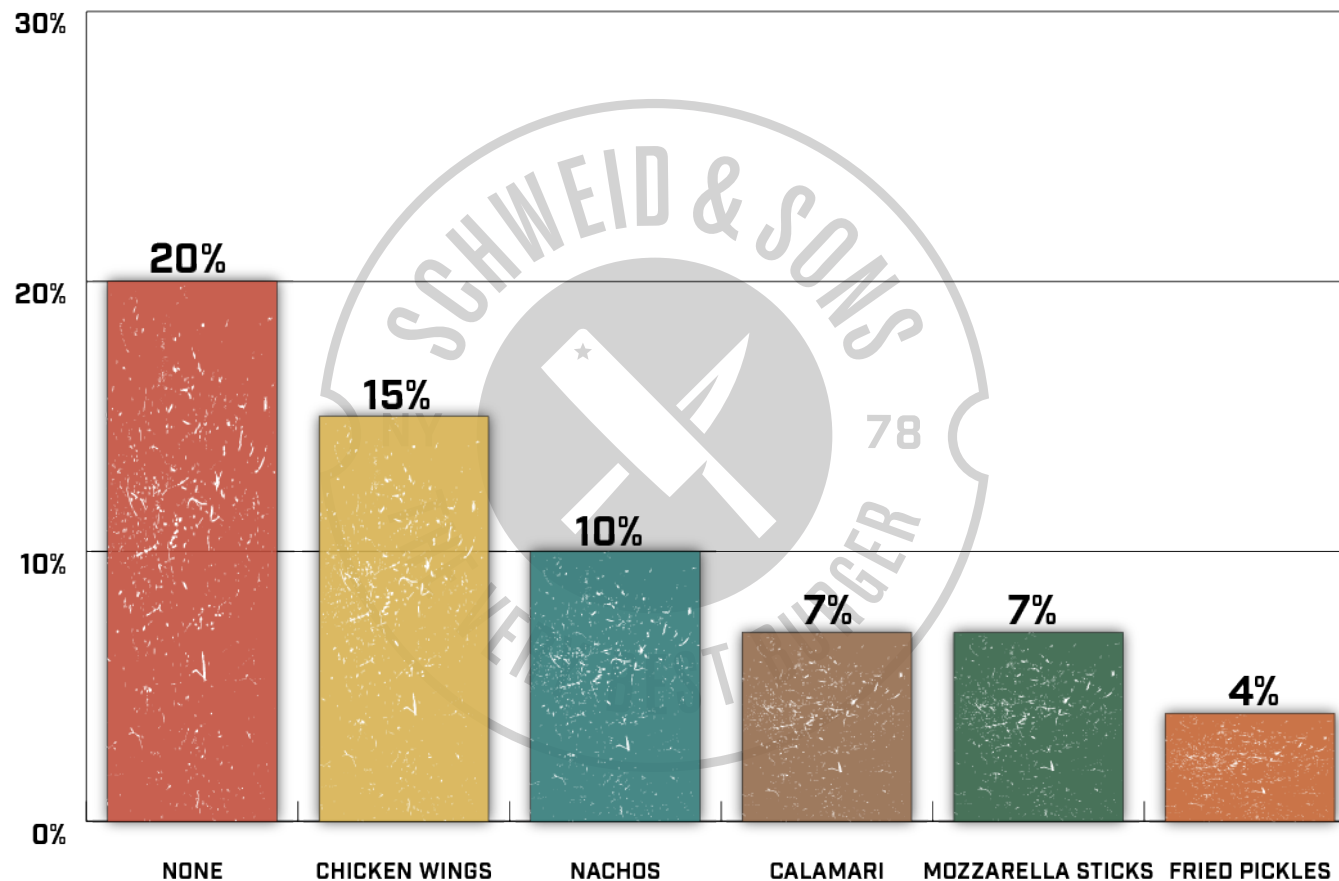


What is the most popular beverage ordered with Burgers at restaurants?



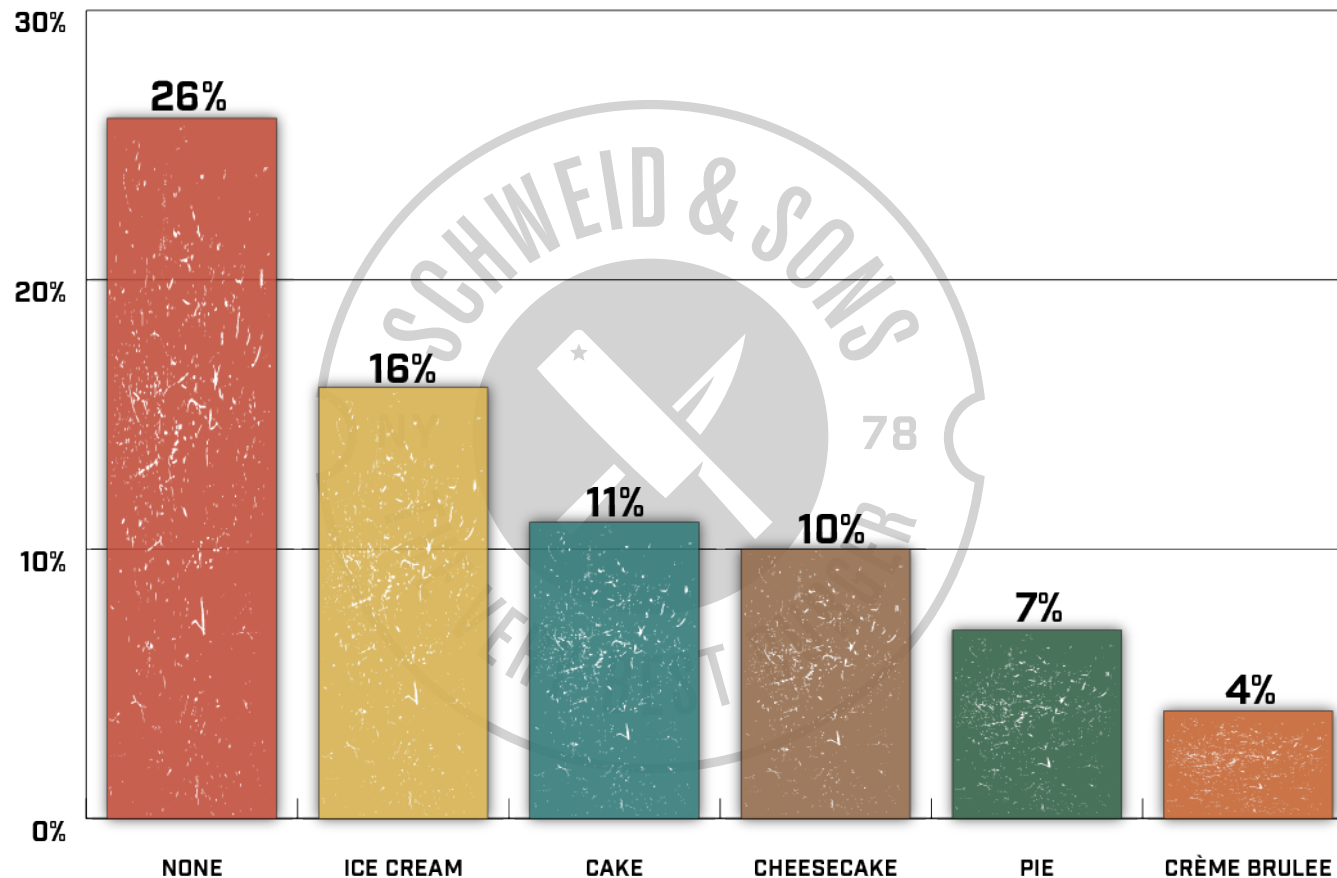


What is the most popular appetizer ordered with Burgers at restaurants?





What is the most popular dessert ordered with Burgers at restaurants?

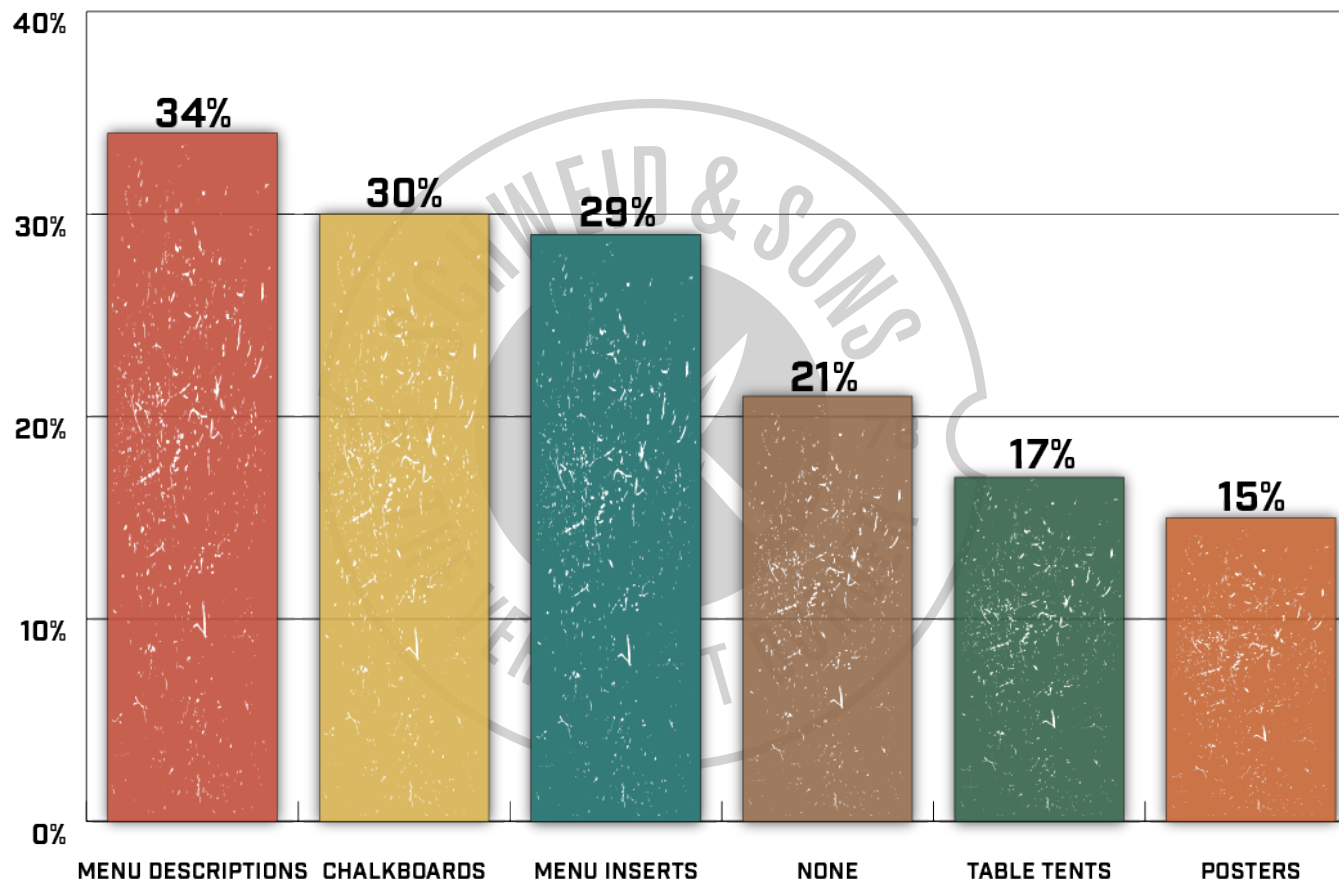




What is the most effective point of sale material for Burgers at restaurants?



Black Iron Burger @ SOBEWFF | Credit: Dro Photography

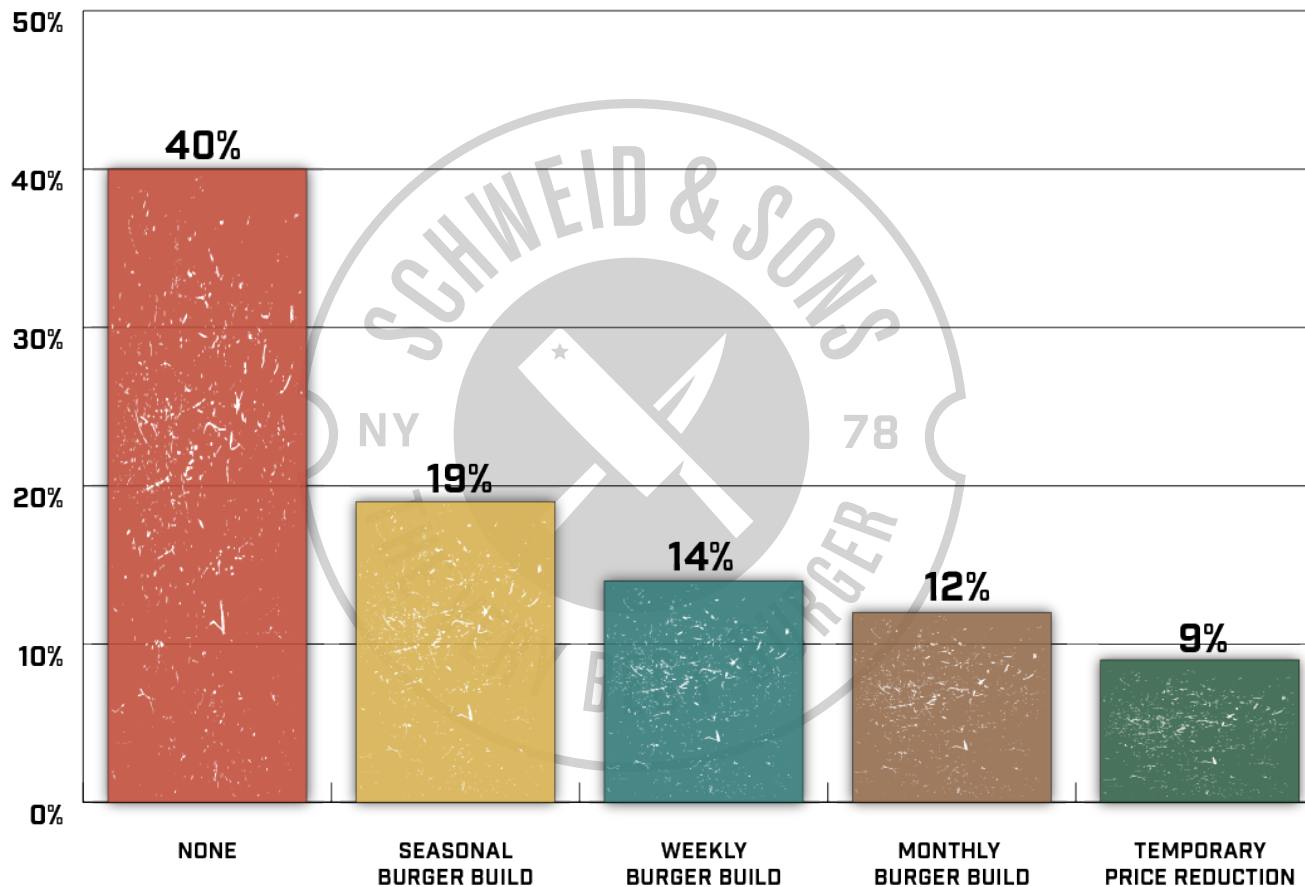




What is the most effective limited time offer (LTO) for Burgers at restaurants?



Little Jack's Tavern @ SOBEWFF | Credit: Dro Photography

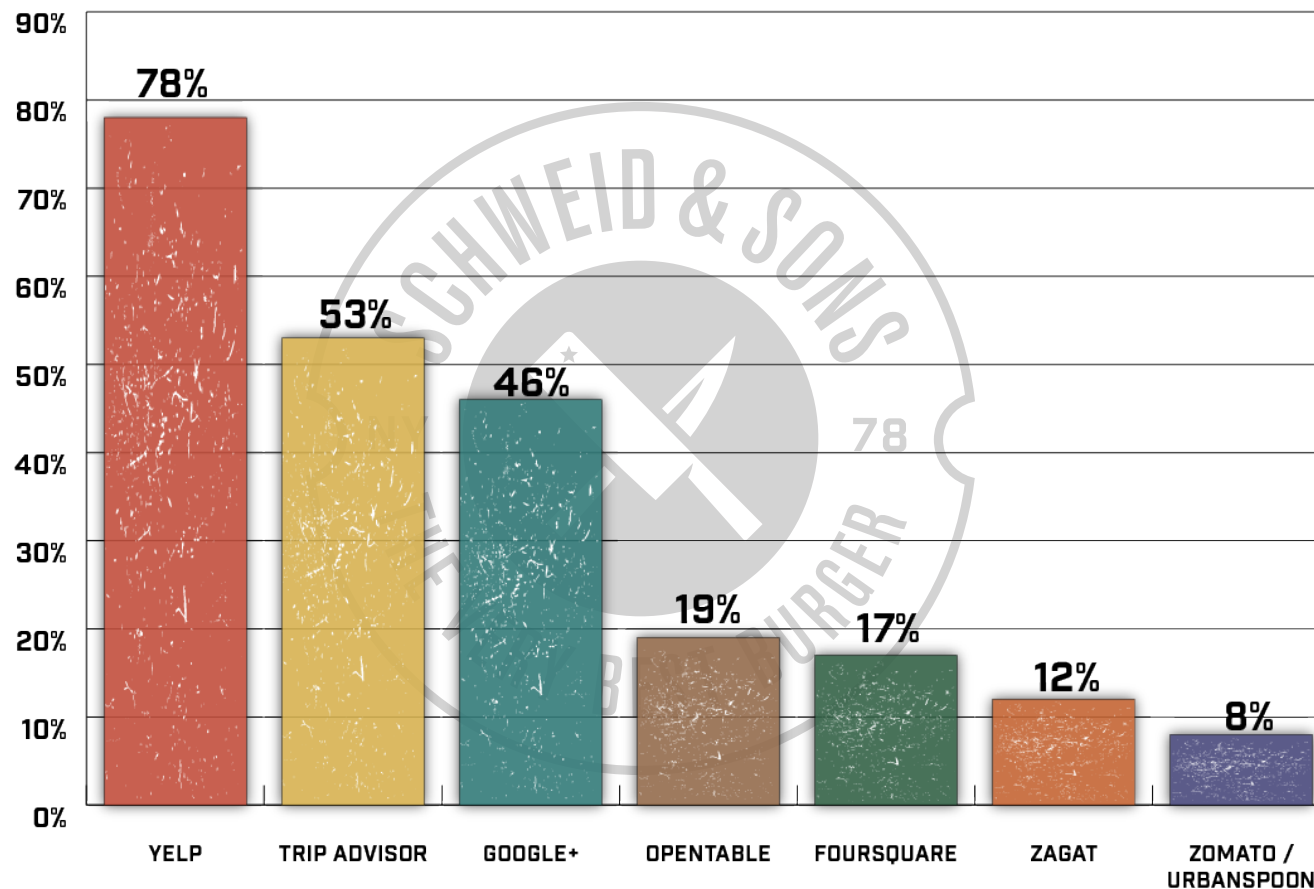




What are the most popular review sites used to market restaurants?

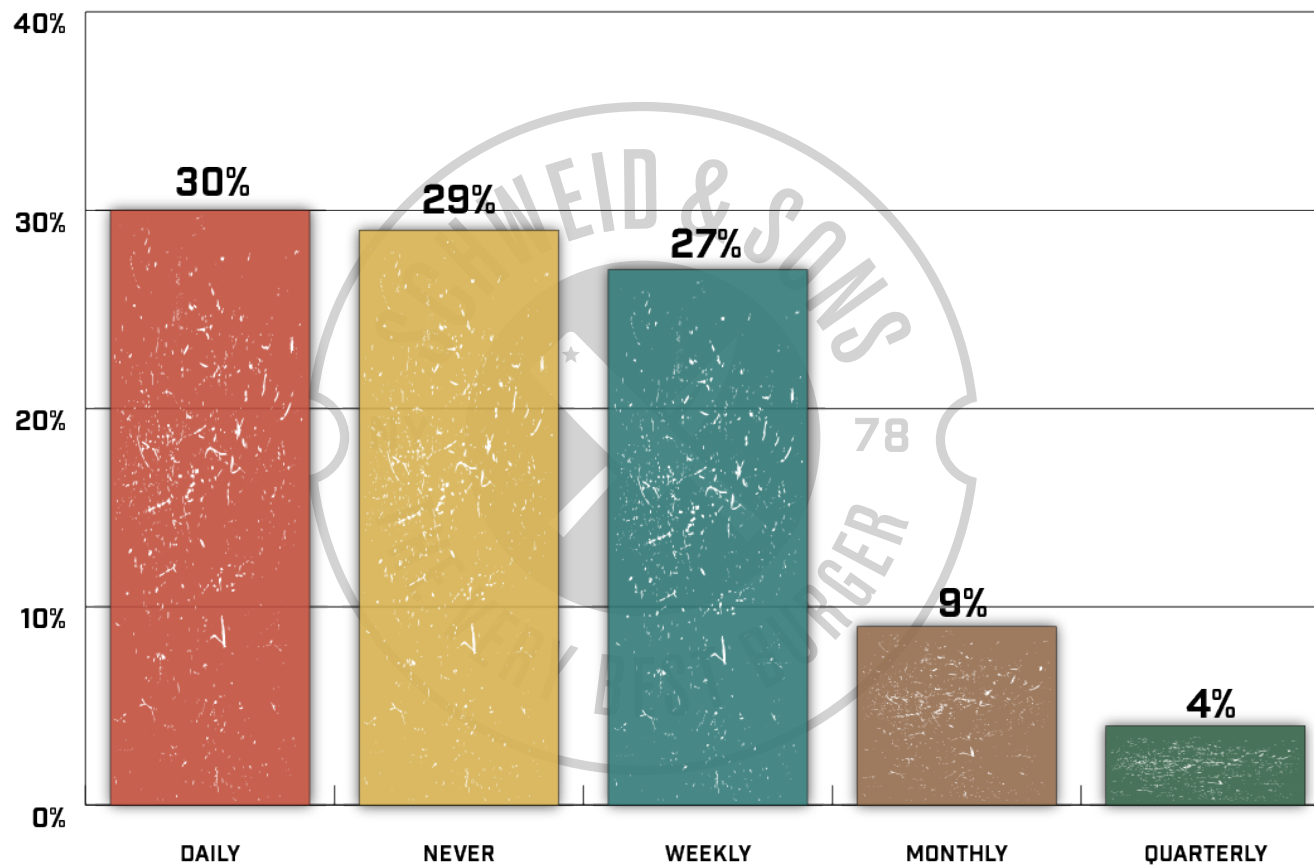


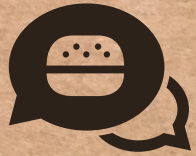
The Ainsworth | Credit: Riccardo Ravaschio



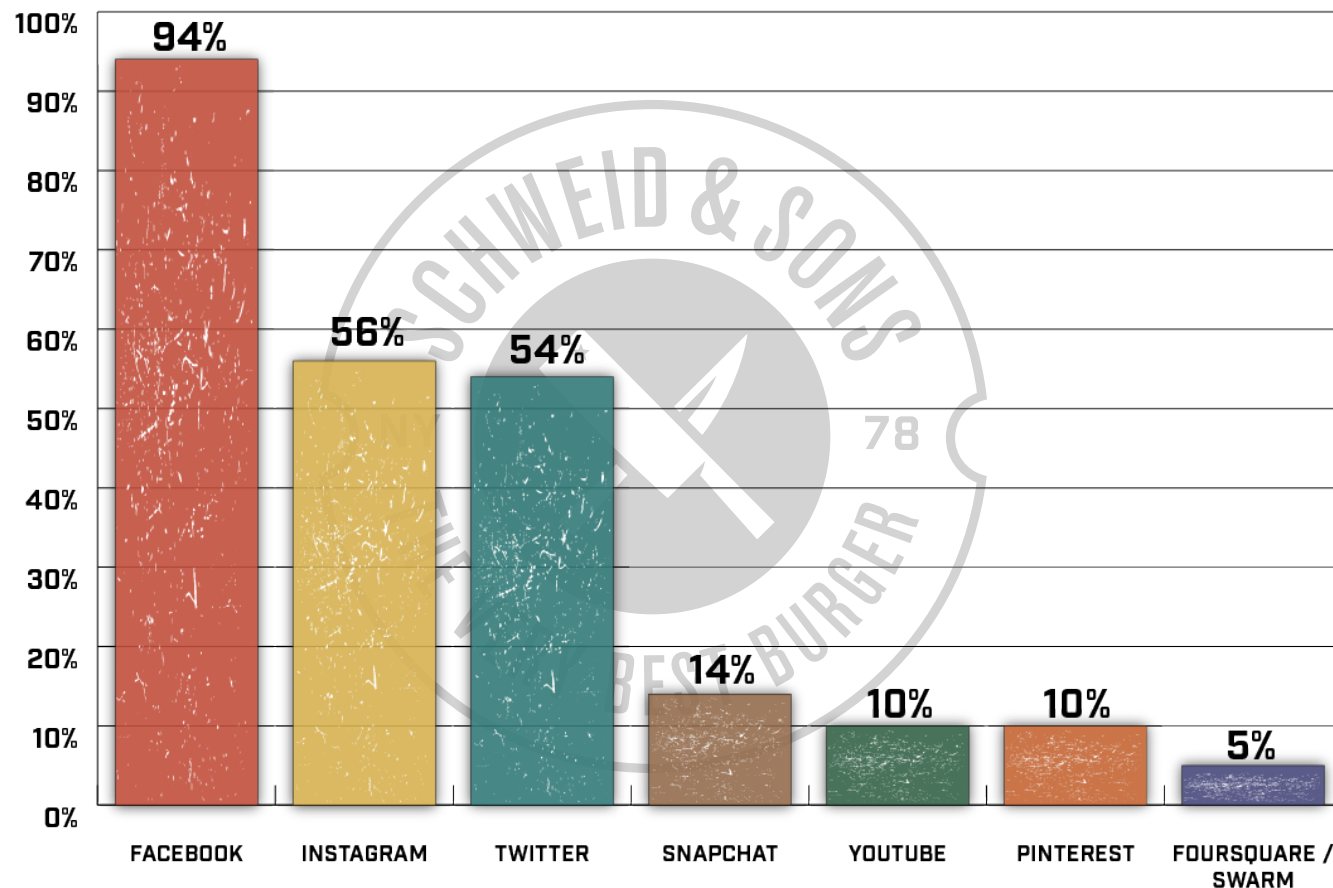


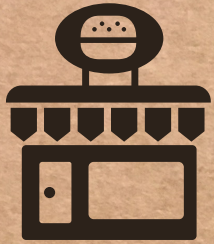
How often do restaurant teams respond to online reviews?





What are the most popular social networks used to market restaurants?

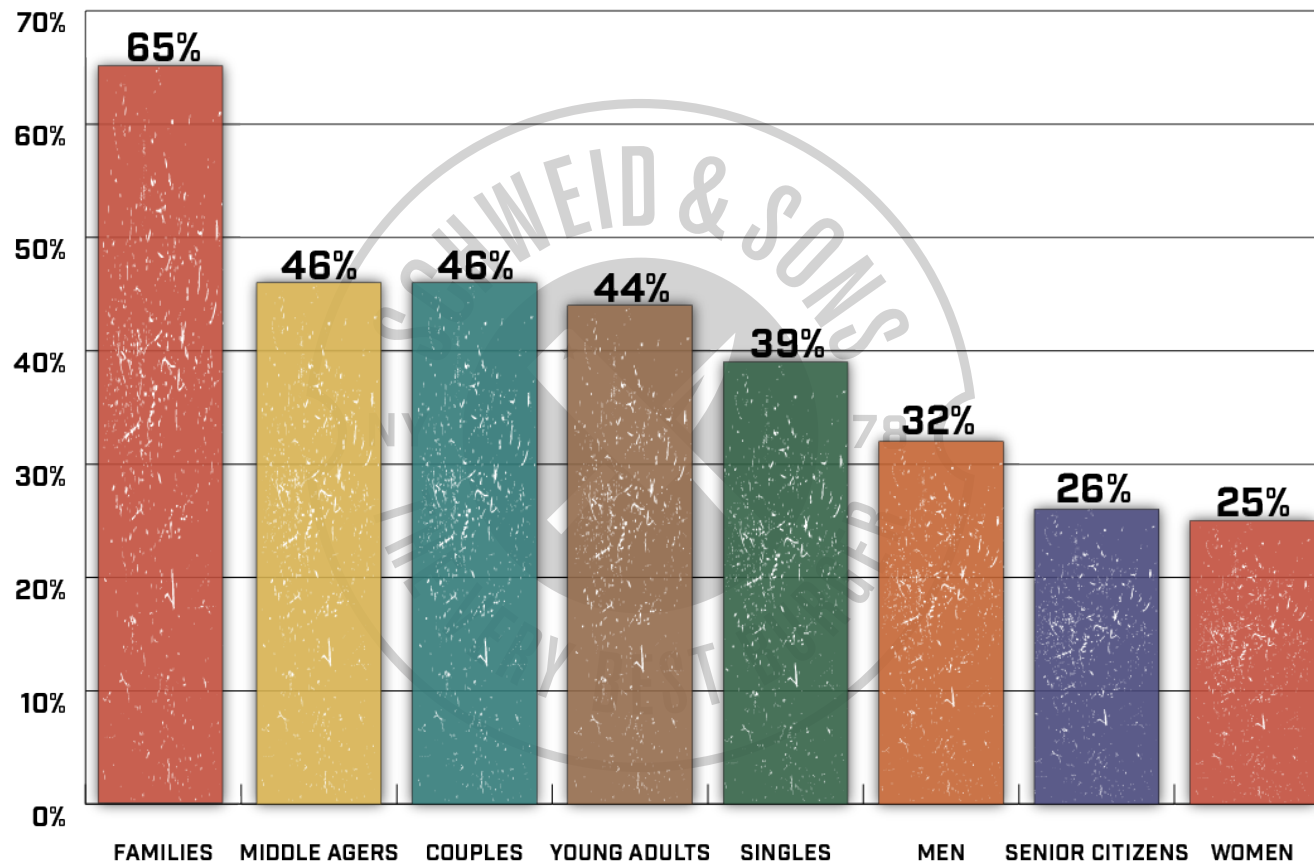


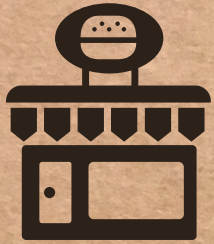


Which groups account for the majority of restaurant patrons?



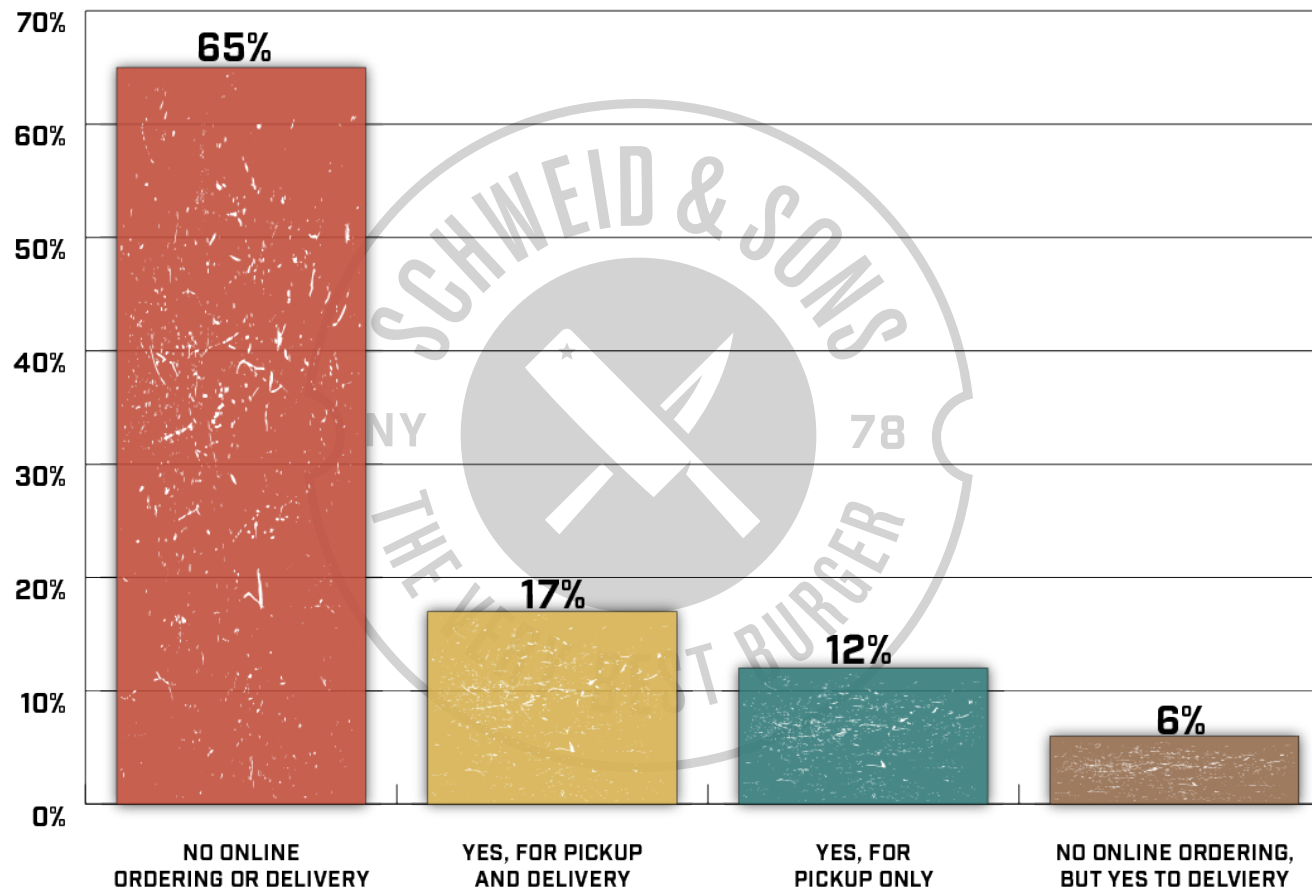
BGR The Burger Joint





Do restaurants offer
online ordering and/or
delivery?

**ORDER
HERE**



SCHWEID & SONS. BURGER TRENDS

REPORT 2017

While this year's Burger Trends Report confirmed that elements of the classic Burger aren't going anywhere anytime soon, it also saw some interesting shifts from the norm. Let's take a look at each category and see how it stacks up to last year's data.

	MOST POPULAR	BIGGEST MOVES
 BURGER WEIGHT	2017: 8 ounces 2016: 8 ounces	↑ 6 ounces ↓ 7 ounces
 BUN TYPE	2017: Brioche 2016: Brioche	↑ Pretzel ↓ Kaiser
 CHEESE TYPE	2017: American 2016: American	↑ Blue ↓ Jack
 SAUCE TYPE	2017: Ketchup 2016: Ketchup	↑ Yellow Mustard ↓ Aioli
 VEGGIE TOPPING	2017: Tomato 2016: Tomato	↑ Red Onion & Onion Rings ↓ White Onion & Jalapeño

POPULAR BUILD



SCHWEID & SONS. BURGER TRENDS

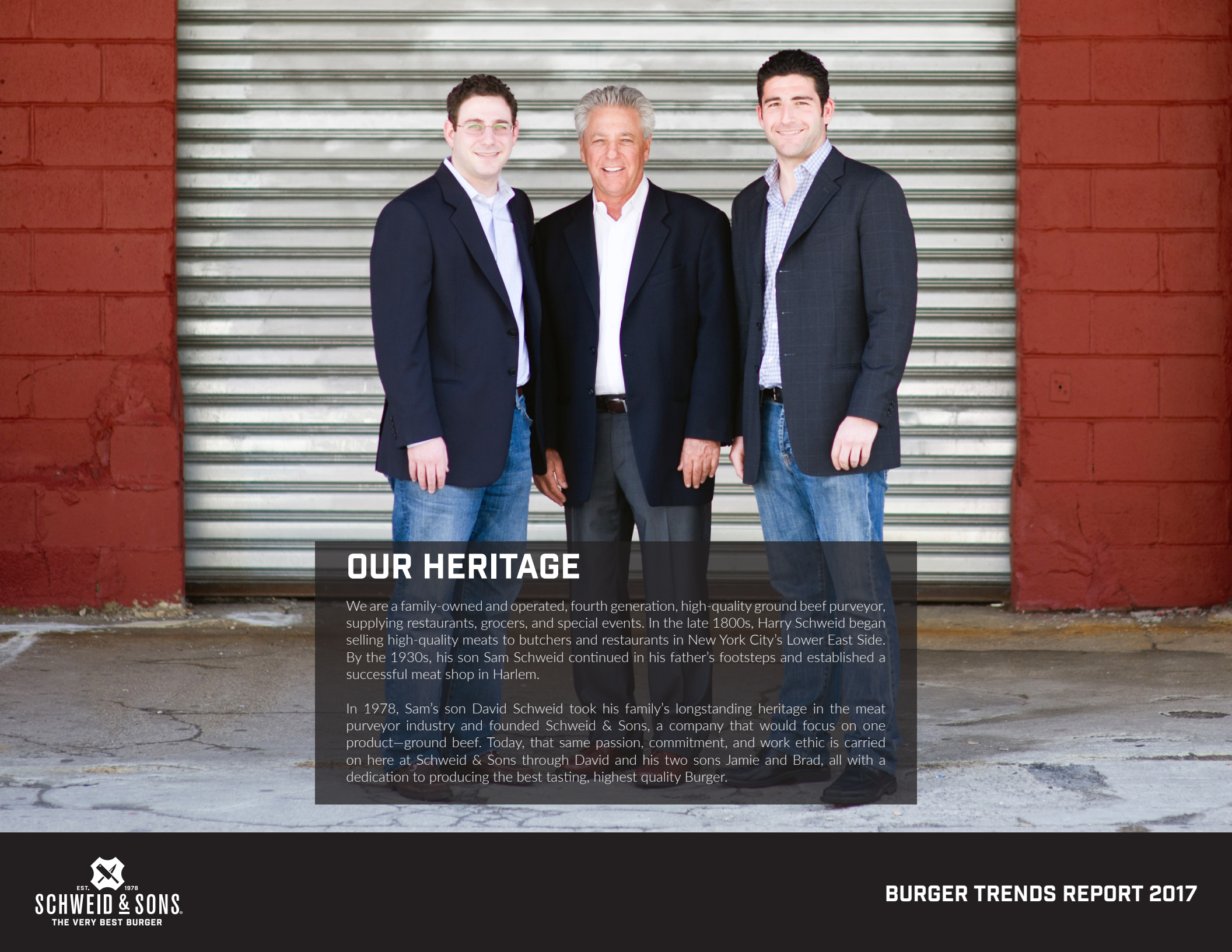
REPORT 2017

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	MOST POPULAR	BIGGEST MOVES
 PROTEIN TOPPING	2017: Bacon 2016: Bacon	↑ Pulled Pork & Egg ↓ Chili
 AVERAGE PRICE	2017: \$12-12.99 2016: \$10-10.99	↑ \$12.00-\$12.99 ↓ \$10.00-\$10.99
 BURGER FORMATION	2017: Pre-formed 2016: Pre-formed	↑ Hand Patty ↓ Smashed
 BEEF TYPE	2017: Angus 2016: Certified Angus Beef	↑ No Antibiotics ↓ Certified Angus Beef
 BEEF CUT	2017: Chuck 2016: Chuck	↑ Brisket ↓ Sirloin
 TEMPERATURE SERVED	2017: Medium 2016: Medium	↑ Medium ↓ Medium Well

— TRENDING BUILD —



A photograph of three men standing side-by-side in front of a red brick wall and a metal roll-up door. The man on the left is younger, wearing glasses, a dark blazer, a light blue shirt, and jeans. The man in the center is older, with grey hair, wearing a dark blazer, a white shirt, and grey trousers. The man on the right is younger, wearing a dark blazer, a checkered shirt, and jeans. They are all smiling at the camera.

OUR HERITAGE

We are a family-owned and operated, fourth generation, high-quality ground beef purveyor, supplying restaurants, grocers, and special events. In the late 1800s, Harry Schweid began selling high-quality meats to butchers and restaurants in New York City's Lower East Side. By the 1930s, his son Sam Schweid continued in his father's footsteps and established a successful meat shop in Harlem.

In 1978, Sam's son David Schweid took his family's longstanding heritage in the meat purveyor industry and founded Schweid & Sons, a company that would focus on one product—ground beef. Today, that same passion, commitment, and work ethic is carried on here at Schweid & Sons through David and his two sons Jamie and Brad, all with a dedication to producing the best tasting, highest quality Burger.



METHODOLOGY

The Schweid & Sons Burger Trends Report 2017 was compiled by surveying a diverse mix of restaurants—from large chain operators to small trend-setting establishments—from coast to coast.

Recipients were invited to select more than one answer or write in additional suggestions for several questions in the initial survey. Responses that received less than 3% selection were not included in the final report.

The data graphs in this report are meant to serve as a topline summary of the total results. They are not a complete representation of all responses.



VISIT US



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#VeryBestBurger
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