

SCHWEID & SONS[®]
Burger
TRENDS
Report
2018

As we celebrate National Hamburger Month, it's time once again for the Schweid & Sons *Burger Trends Report*. Each spring, we tirelessly work to collect information on movements within the hospitality field by surveying those who know the foodservice industry the best—our customers like you! What's the most popular toppings and sides at your restaurant? Most requested cheese? Best-selling beverage to accompany a meal? The *Burger Trends Report* shows which consumer demands to be on the lookout for, and which staples are here to stay.



Credit: George Motz

Because of our commitment to further support the success of our clients, this publication goes beyond the Burger build and delves into the technical side of owning and managing a business. We investigate the most popular social media platforms to advertise on, which promotional material drive customers (such as point of sale systems and limited time offers), and, in the age of the meatless “Burger,” which beef alternatives to be on the lookout for.

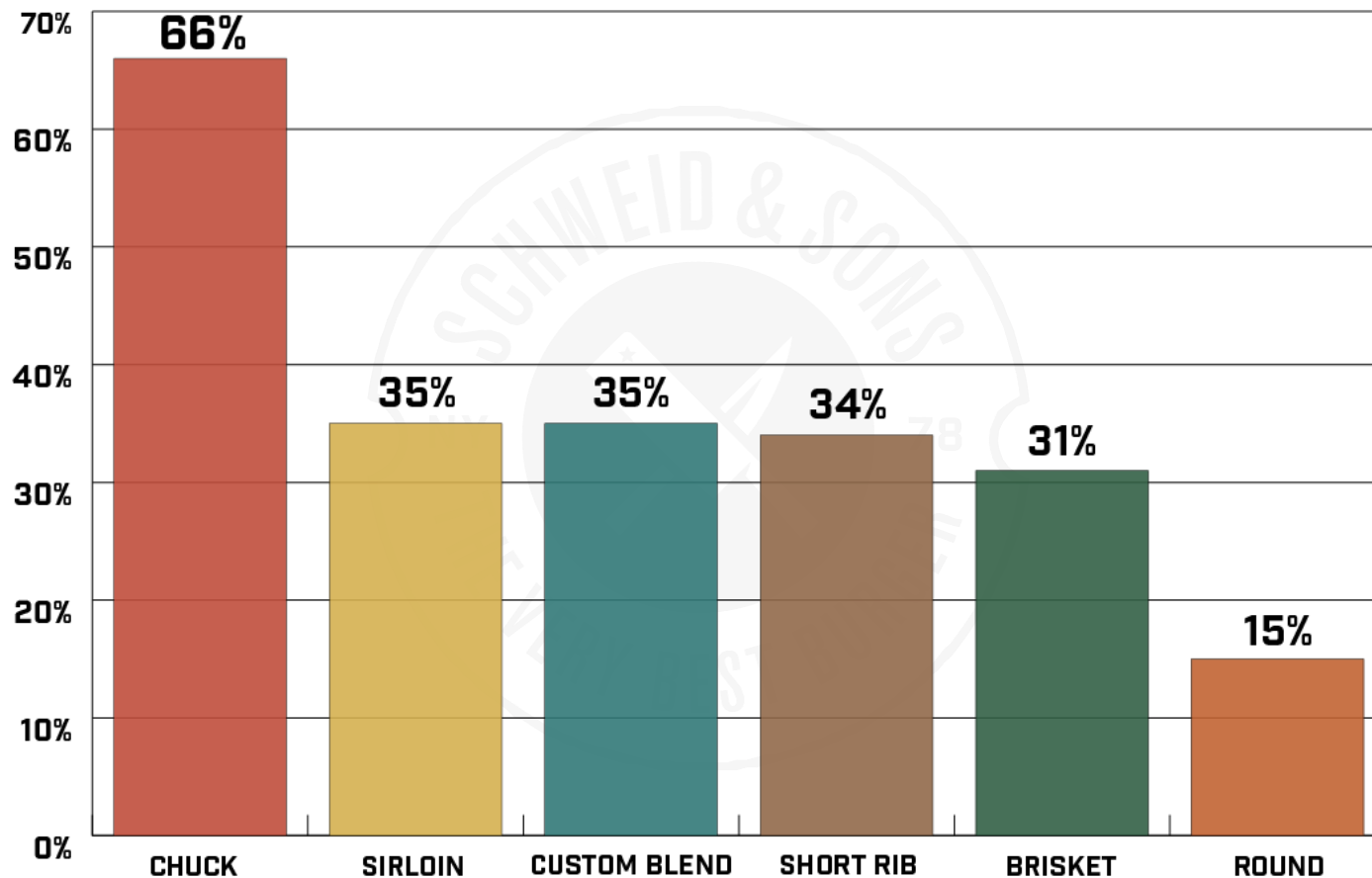
So what's next for the wonderful world of Burgers? Check out this year's installment of *Burger Trends Report* to find out!



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



Credit: George Motz

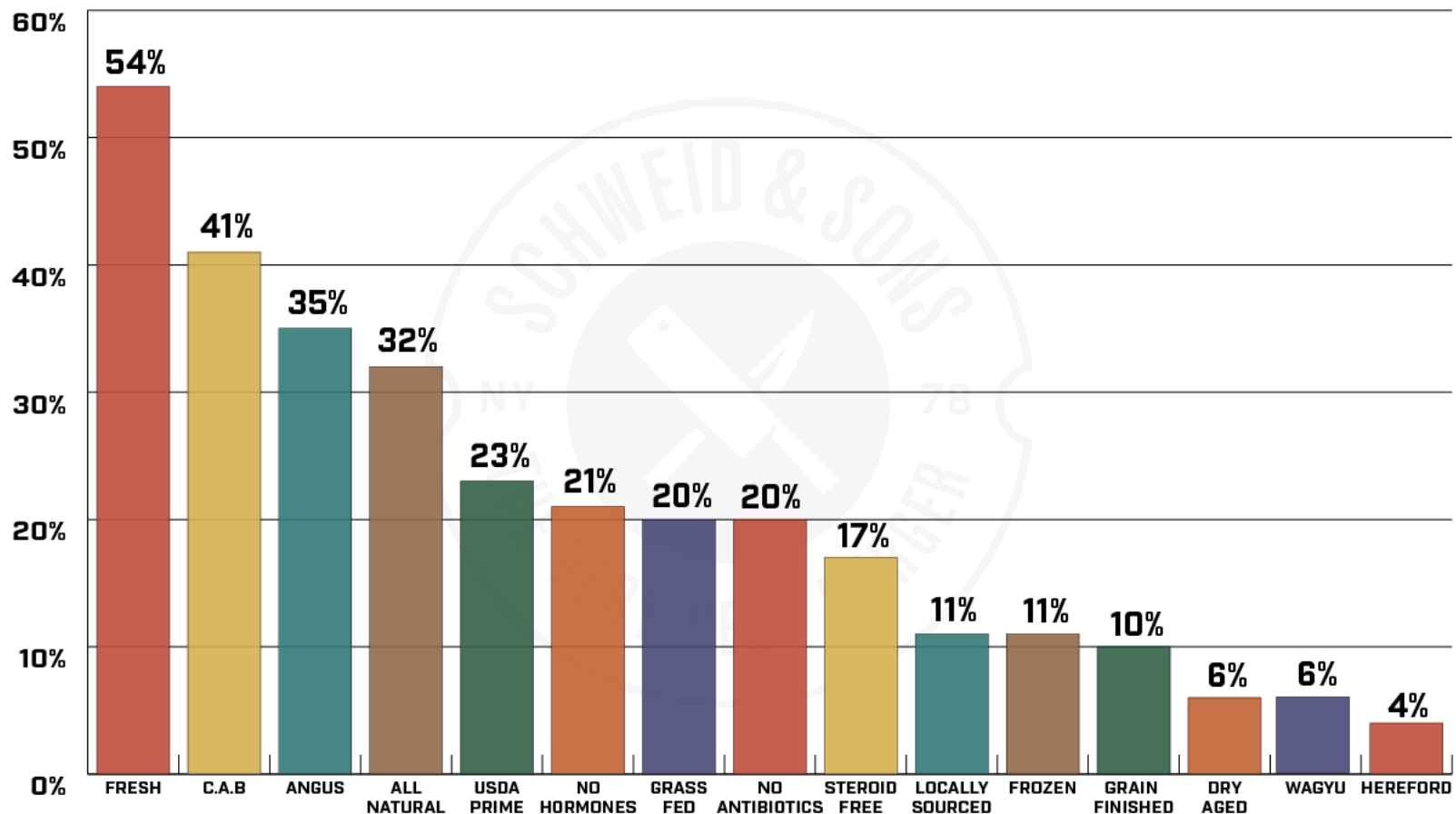


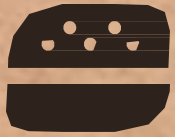


What are the most common descriptors of beef being sold at restaurants?



Credit: George Motz

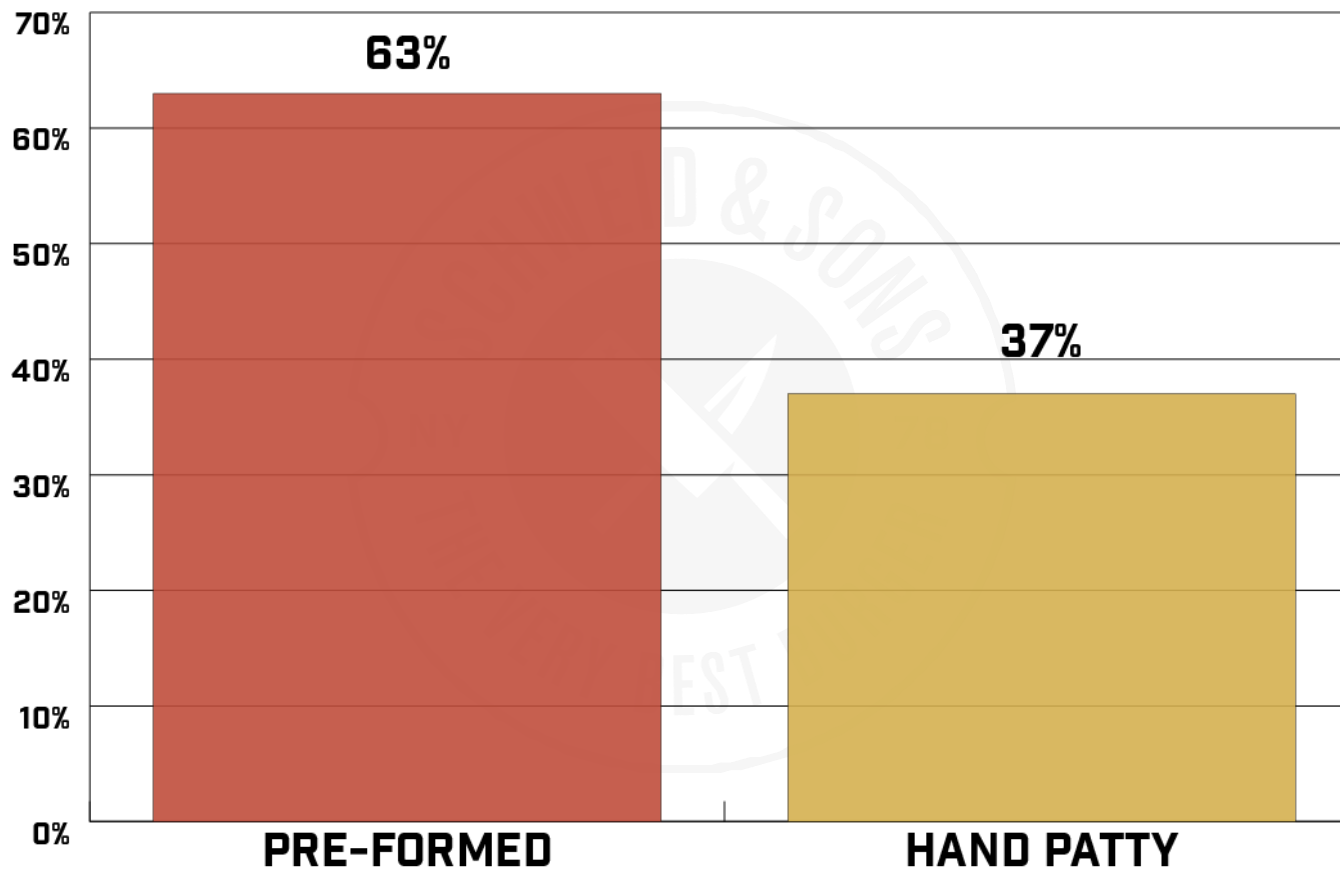


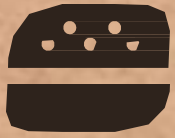


What is the most popular formation of Burgers being sold in restaurants?



Credit: George Motz

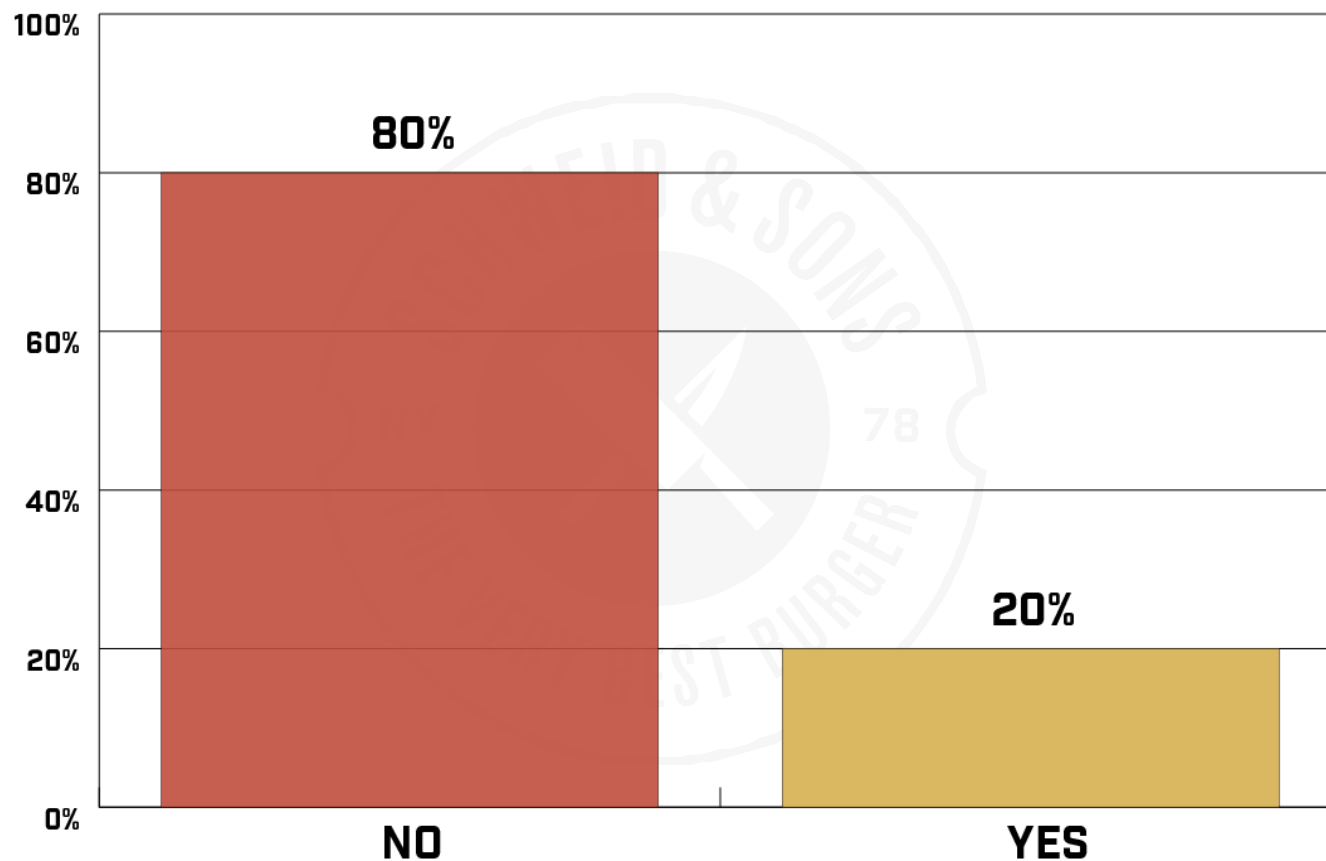


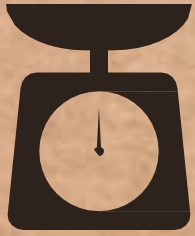


Do you “smash” your
Burger patty when
cooking it?



Credit: George Motz

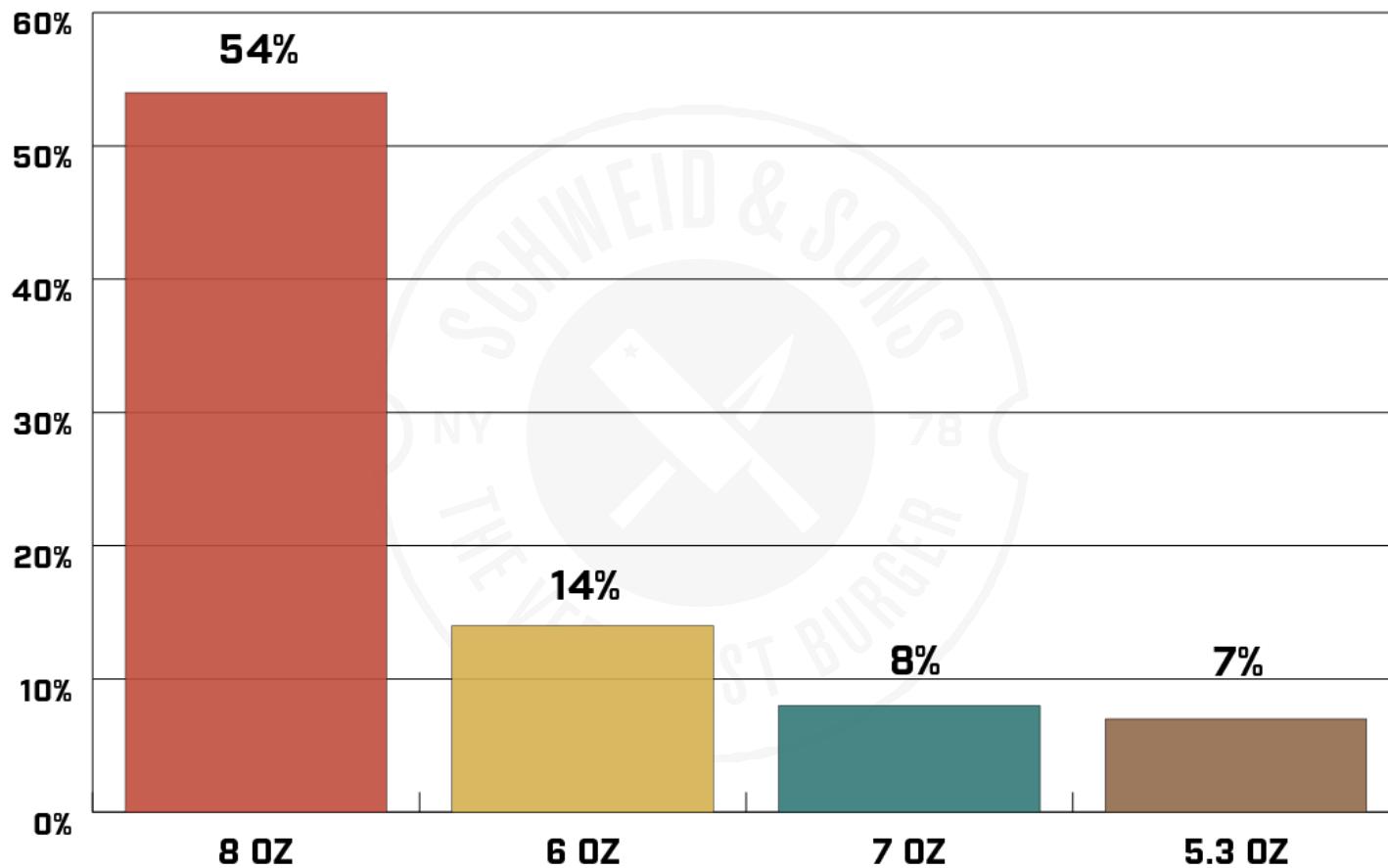




What is the most popular
Burger patty size being
served in restaurants?



The Double Stack Burger | Credit: Stafford Photography

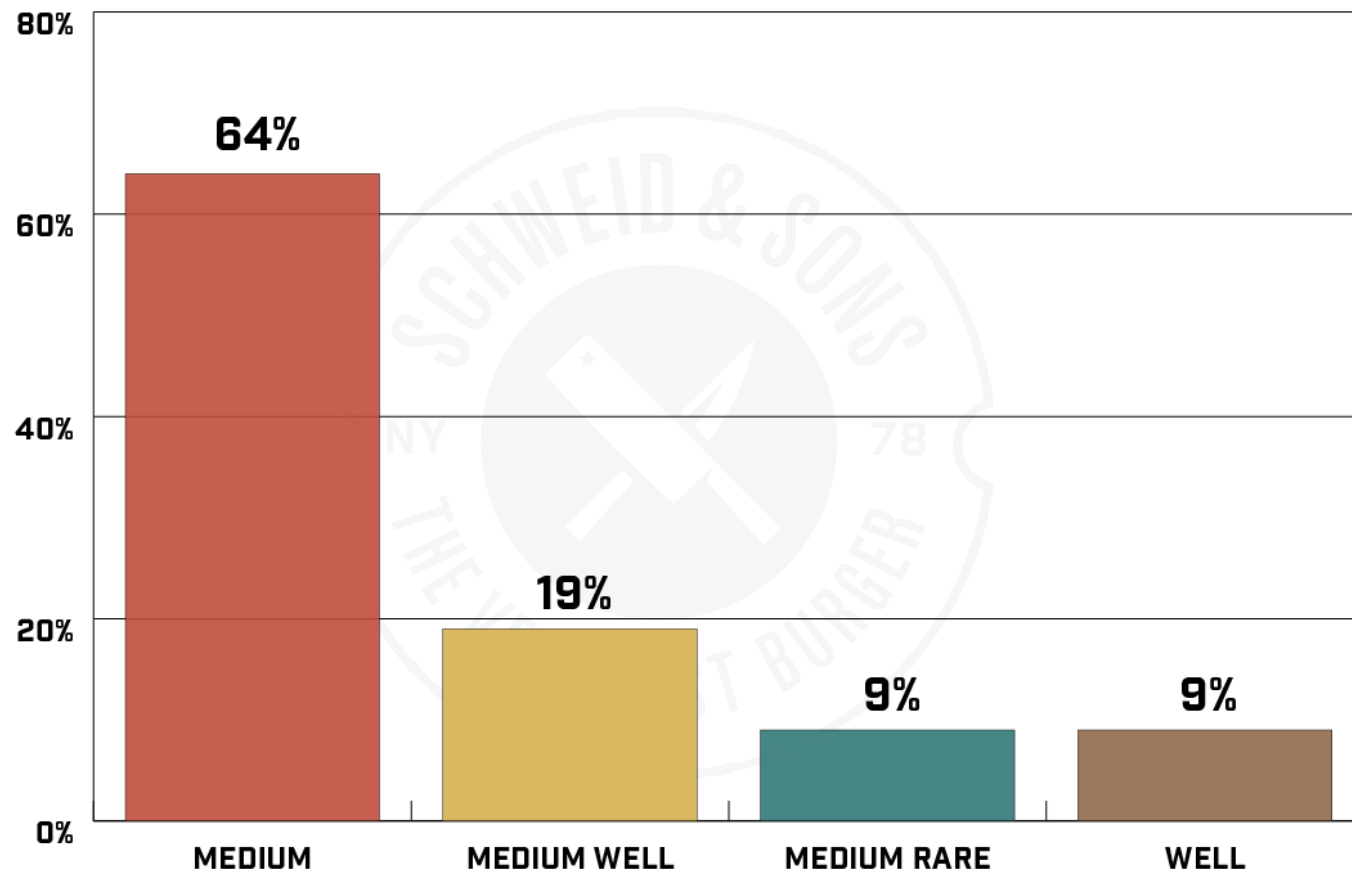


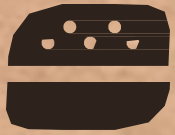


What is the most popular temperature at which Burgers are cooked in restaurants?



Credit: George Motz

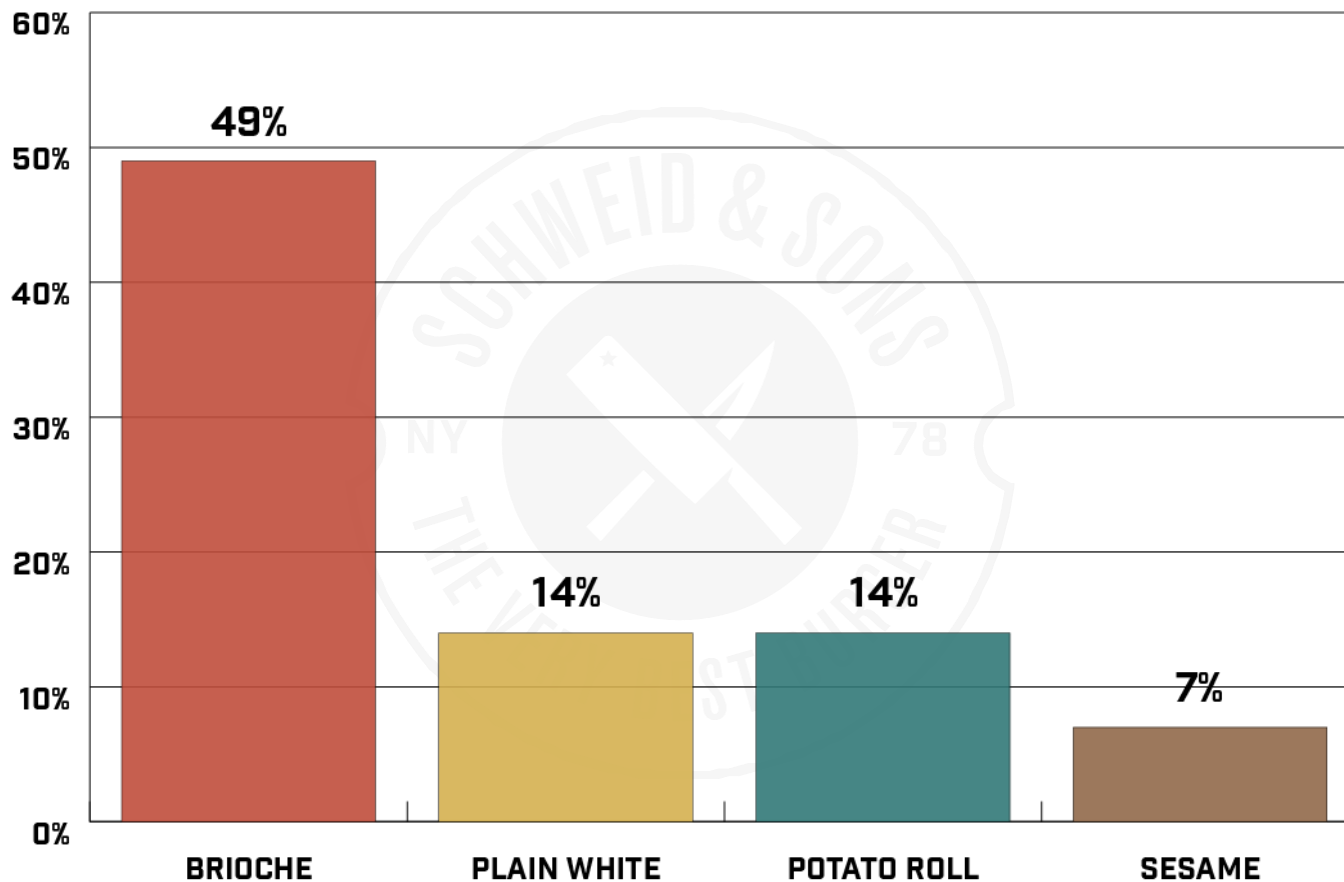




What is the most popular
Burger bun being served in
restaurants?



Credit: George Motz

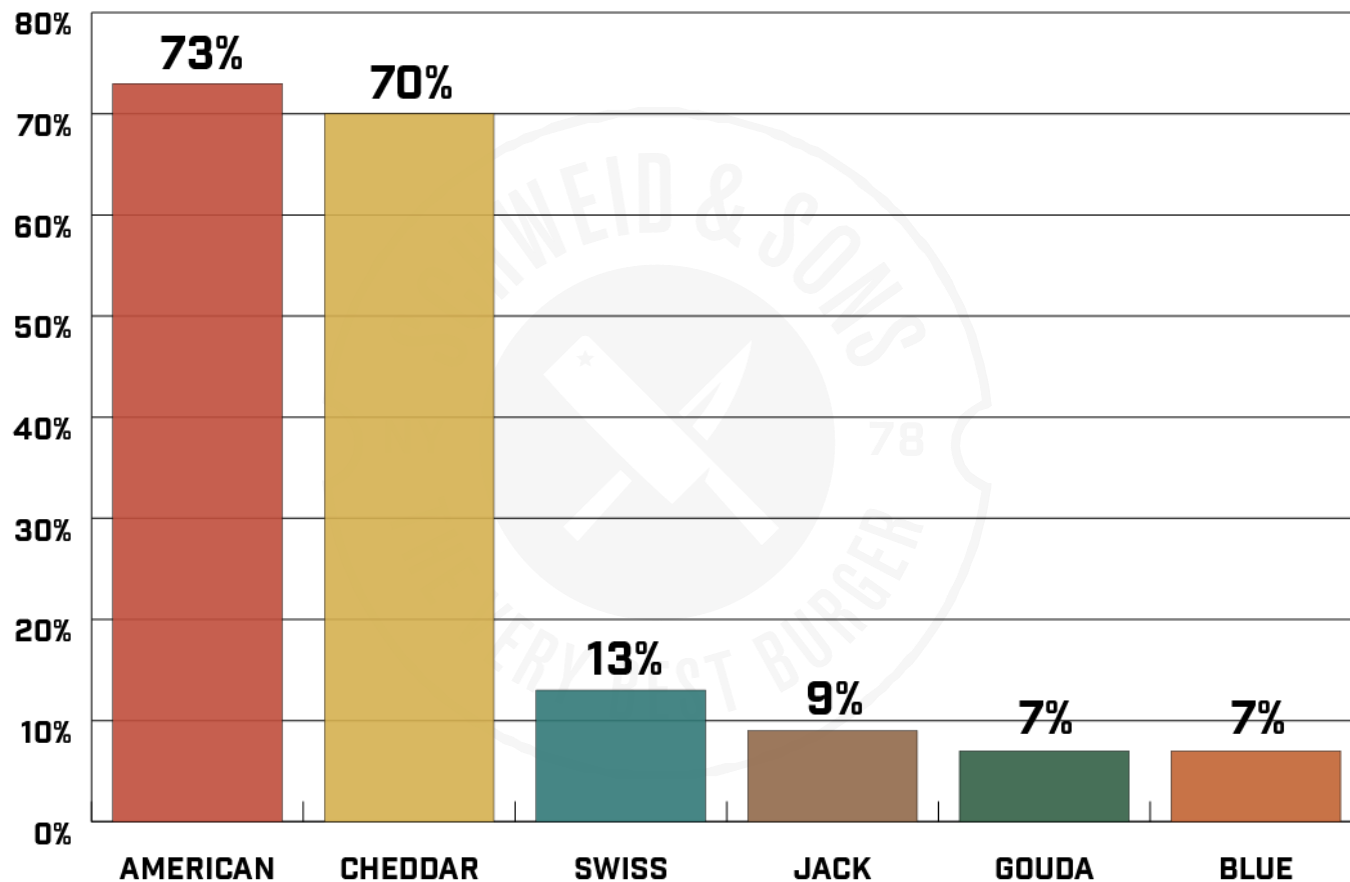




What is the most popular
cheese being served on
Burgers in restaurants?

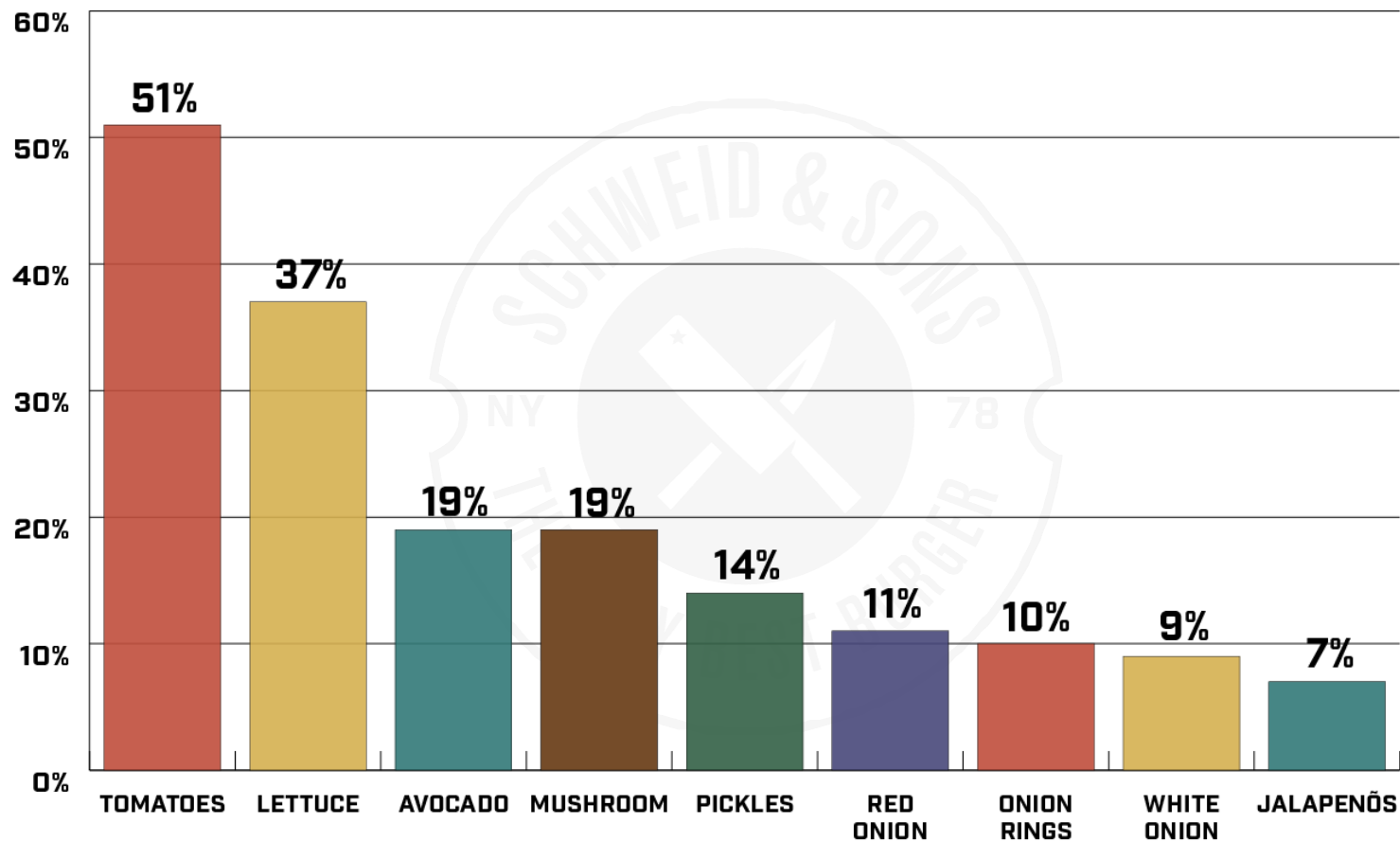


Credit: George Motz





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

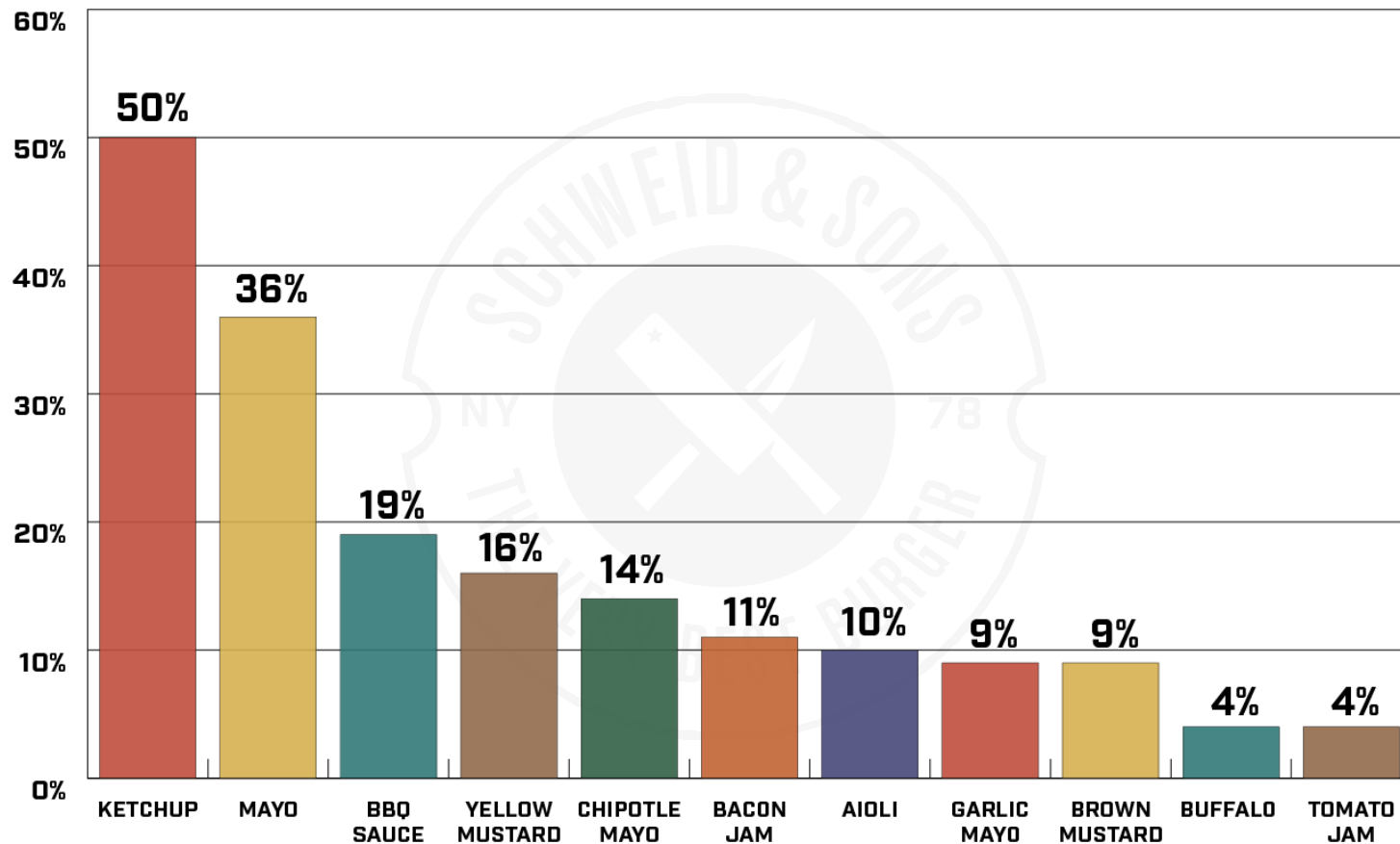




What is the most popular
sauce being served on
Burgers in restaurants?



SOBEWFF | Credit: Dro Photography

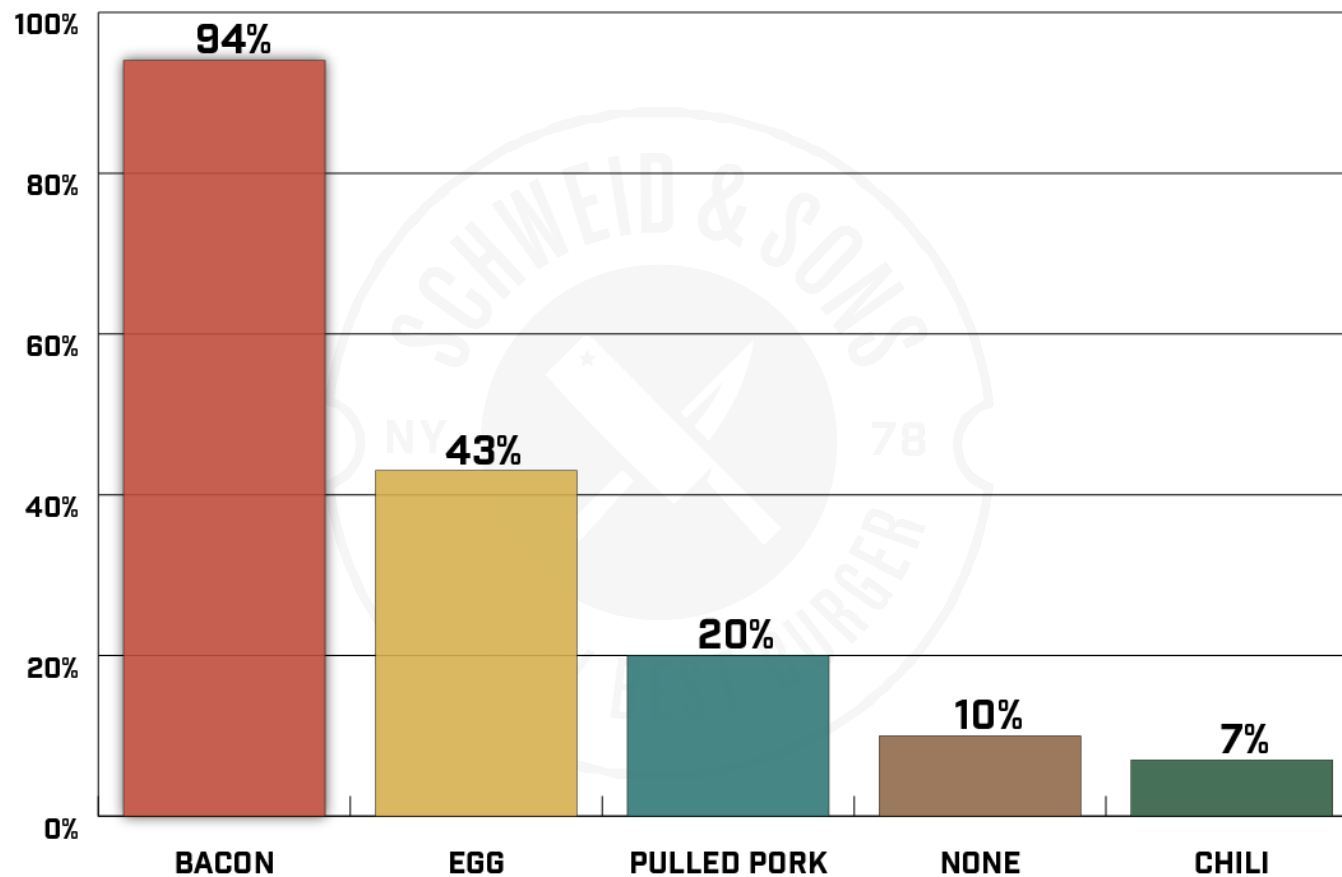




What is the most popular
protein topping on
Burgers in restaurants?



Credit: George Motz

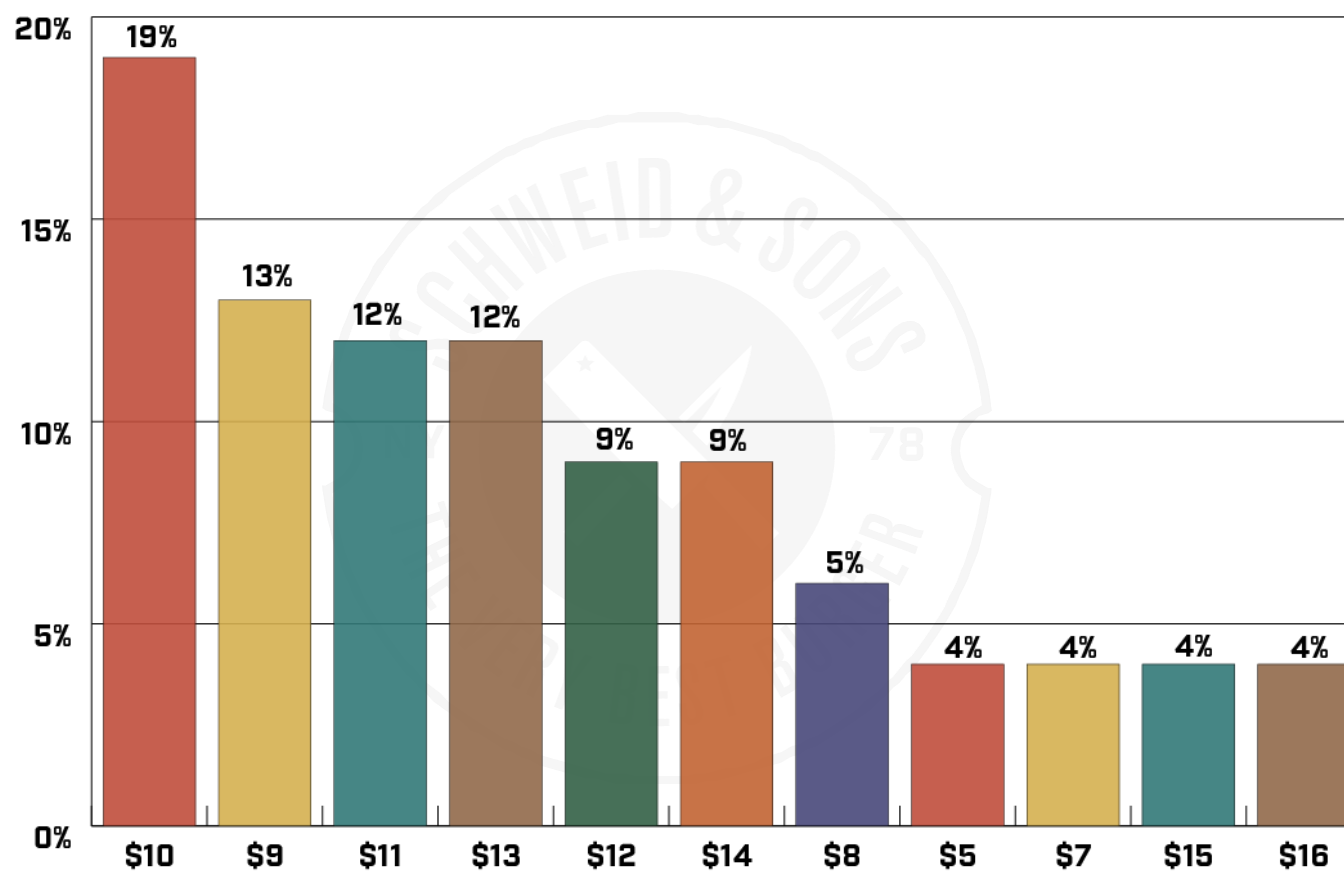




What is the most popular price of a Burger being sold in restaurants?

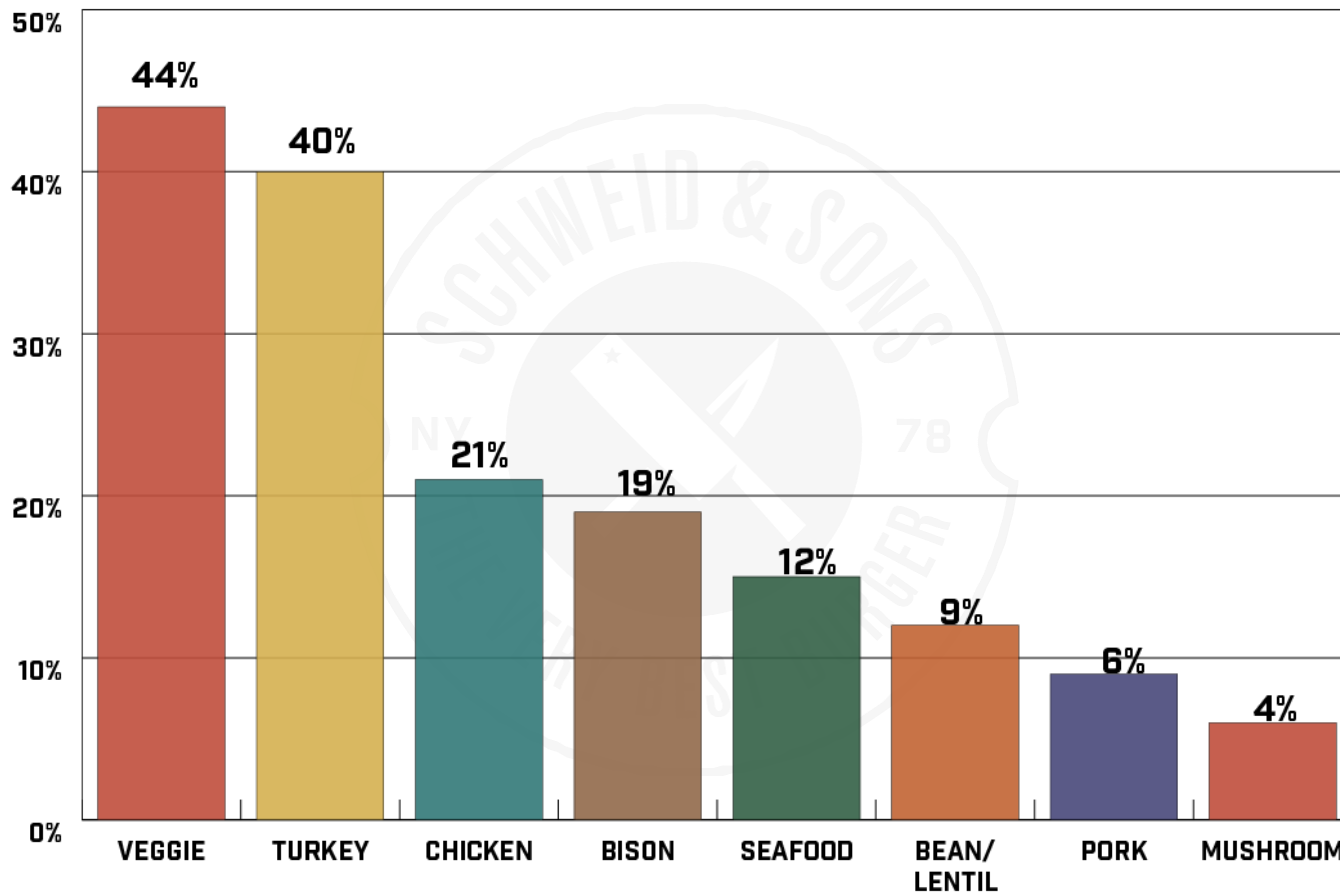


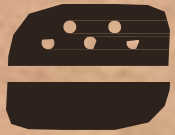
Pincho Factory @ SOBEWFF | Credit: Dro Photography





What are the most popular alternatives to beef Burgers sold?

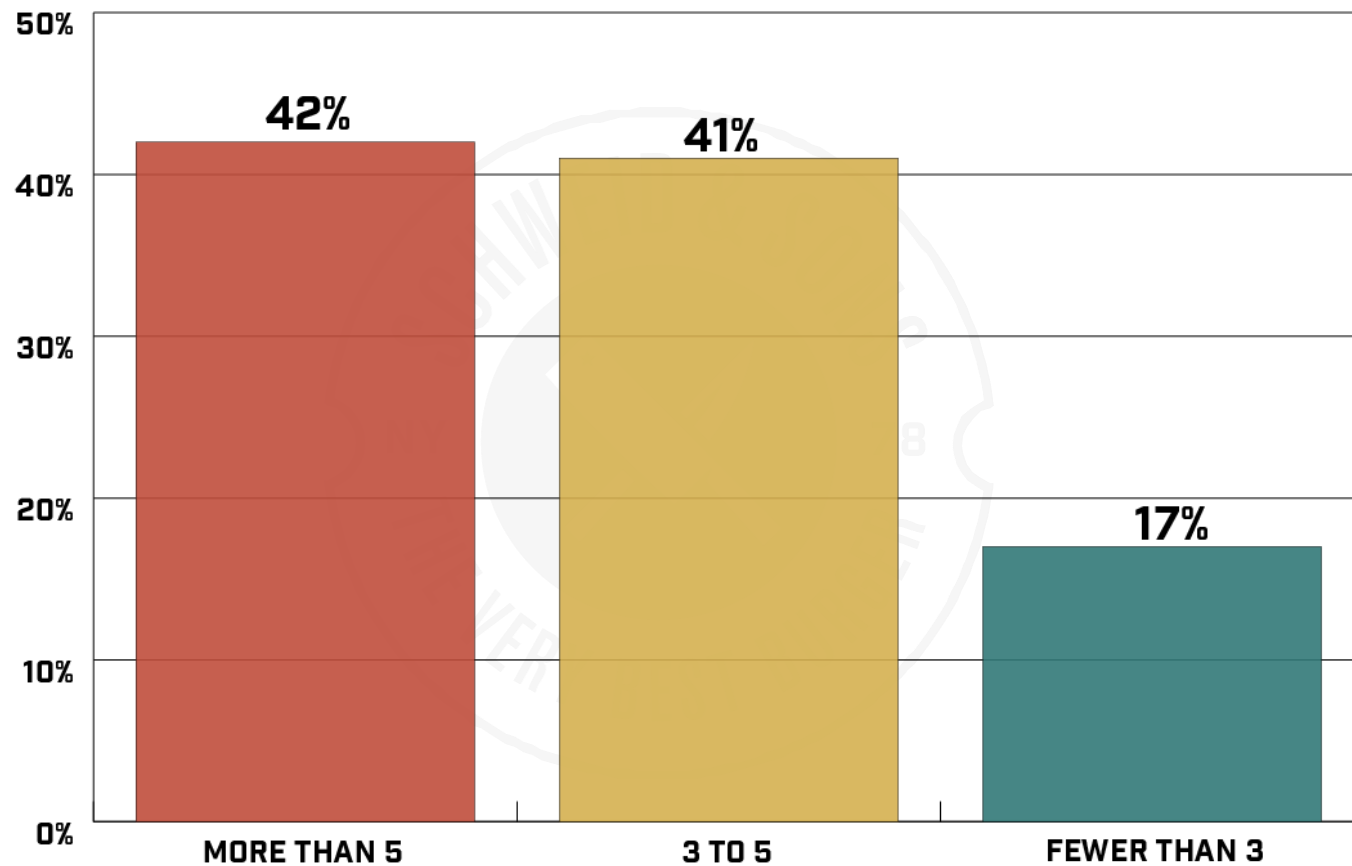




On average, how many
Burgers are on the menu
at most restaurants?



Tasty Burger Platter | Credit: Tasty Burger

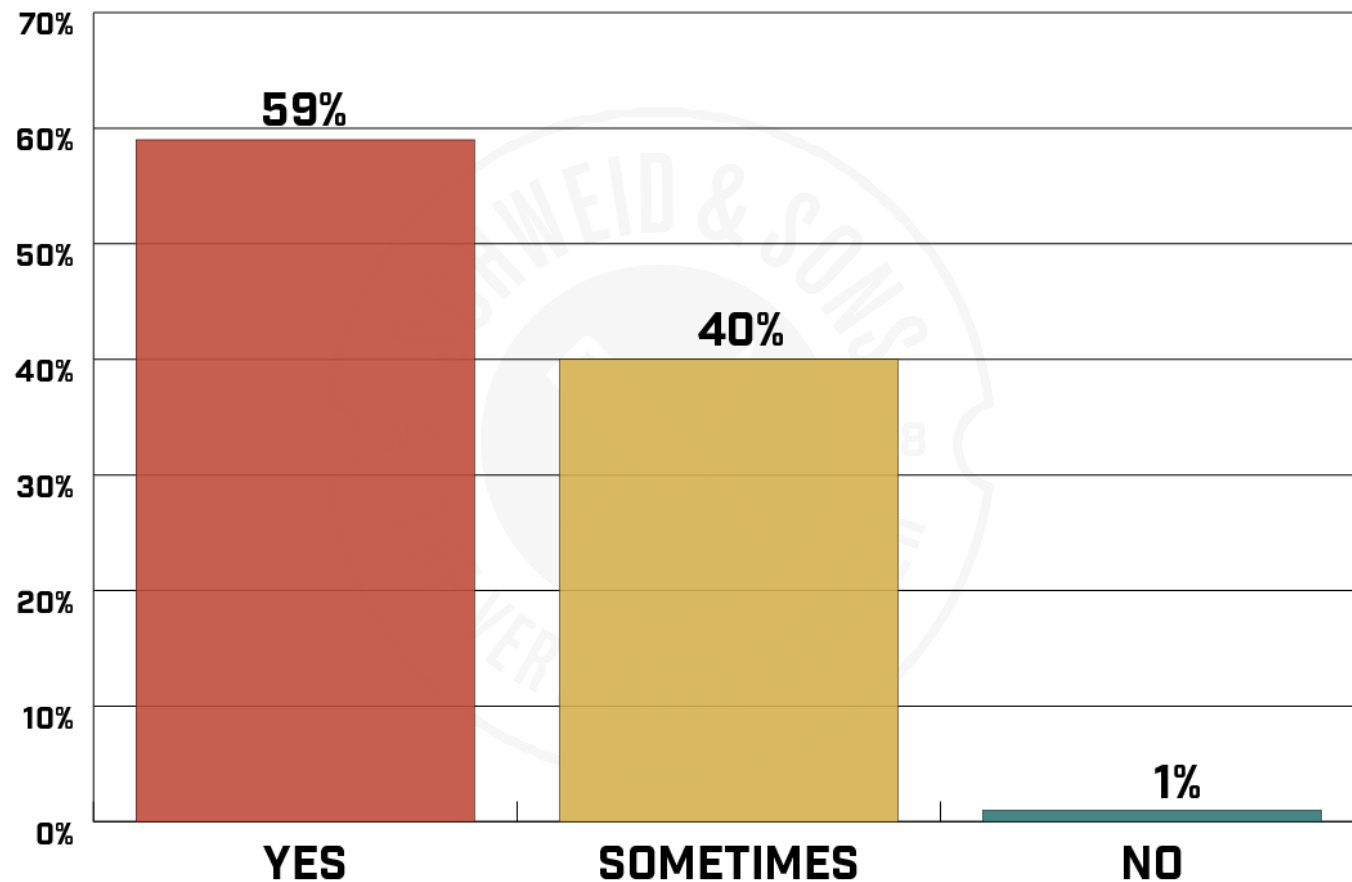




Do restaurants allow customization of Burgers on their menus?



The Cali Burger | Credit: 123 Burger House

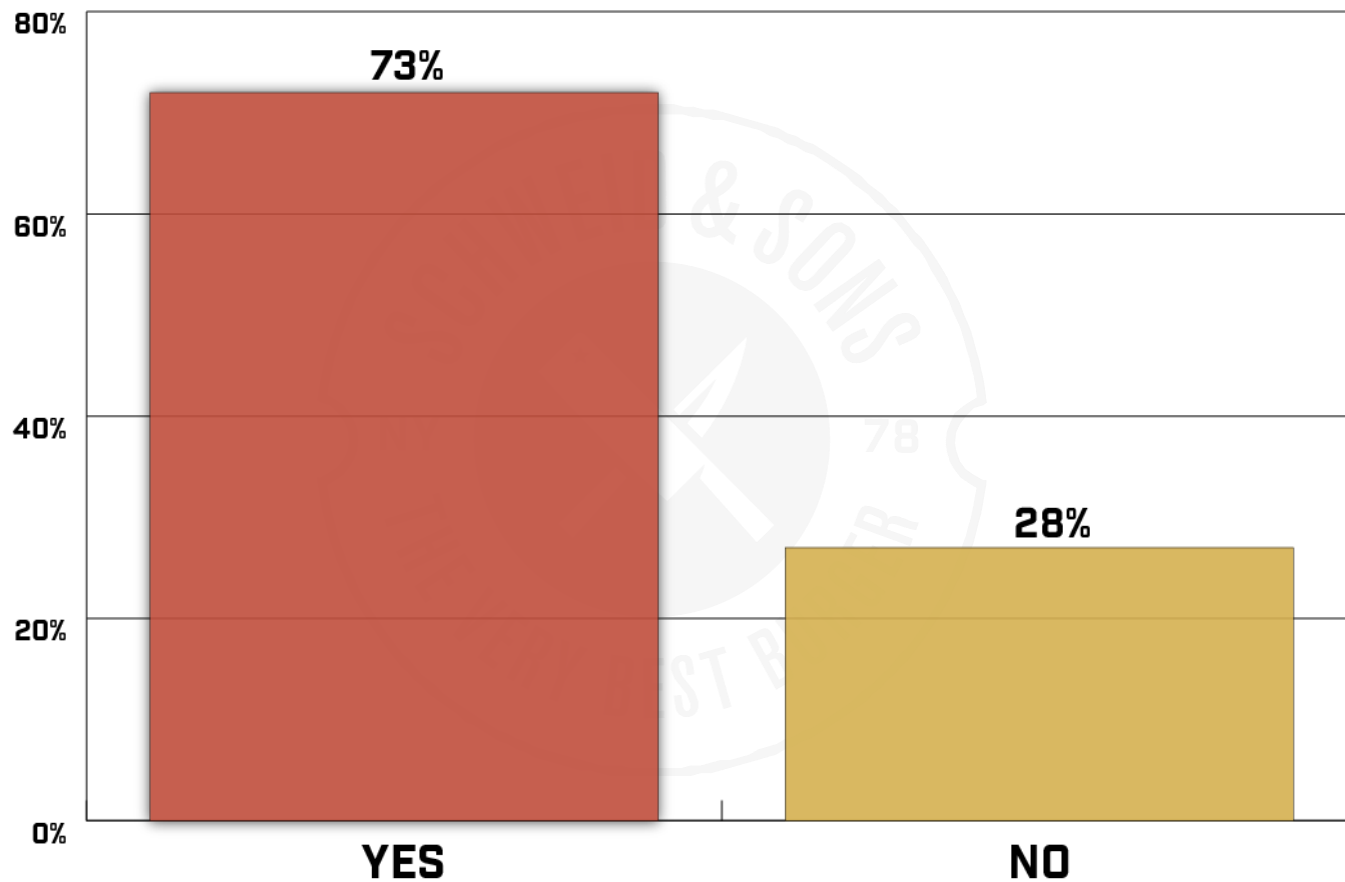




Do side items come with
Burgers or are they sold
à la carte?

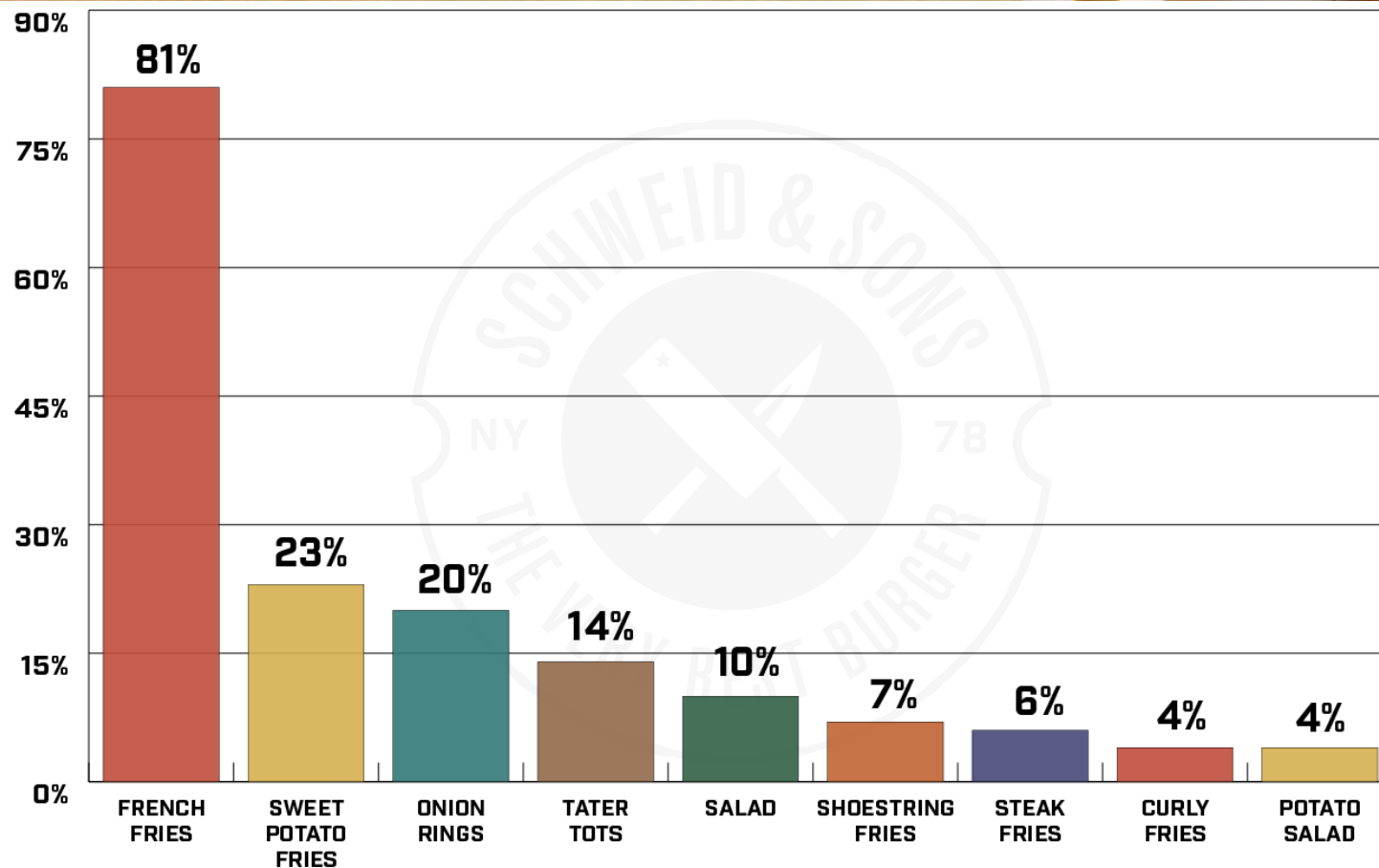


Black Iron Burger @ SOBEWFF | Credit: Dro Photography



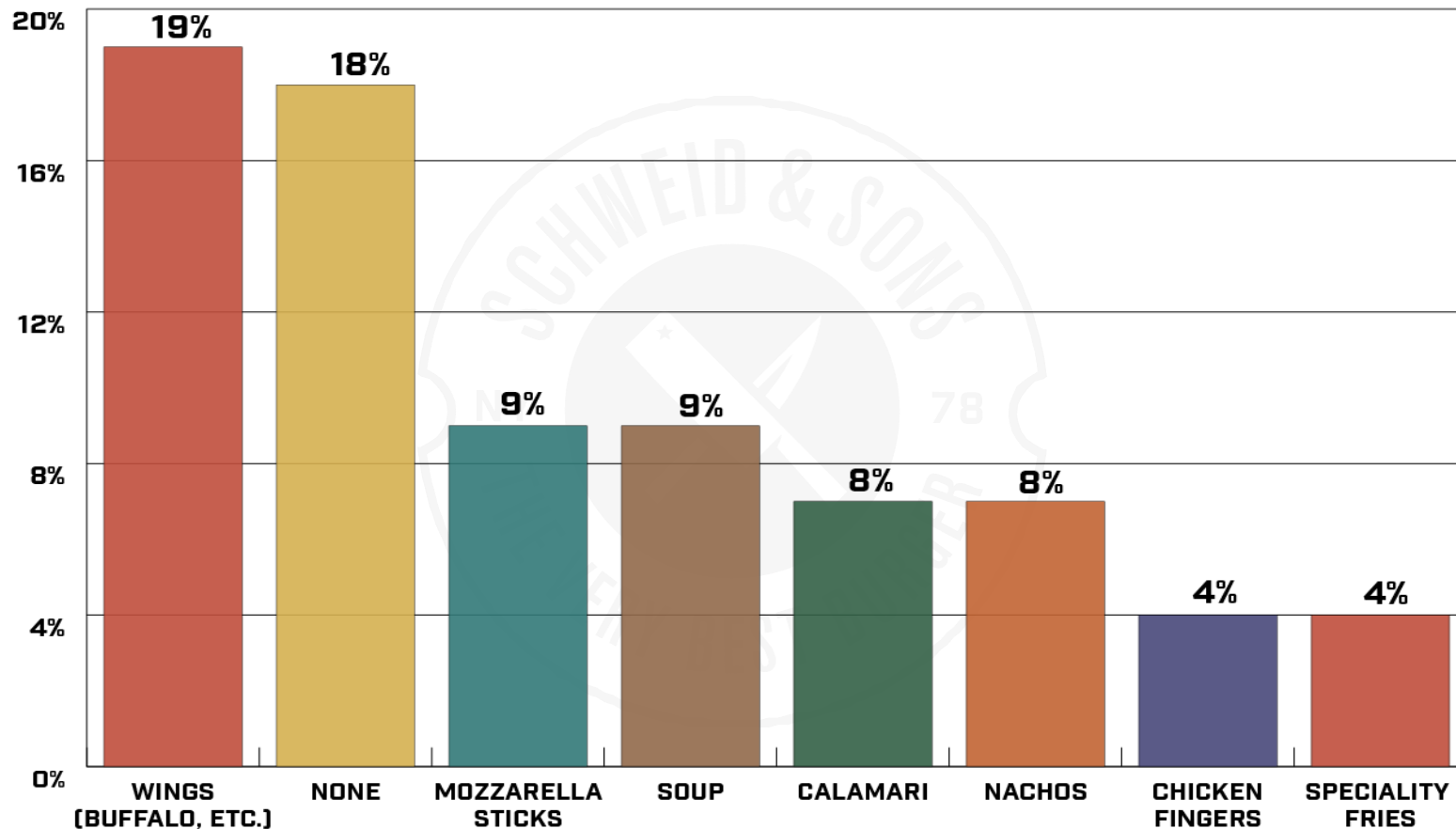


What is the most popular side item ordered with Burgers at restaurants?



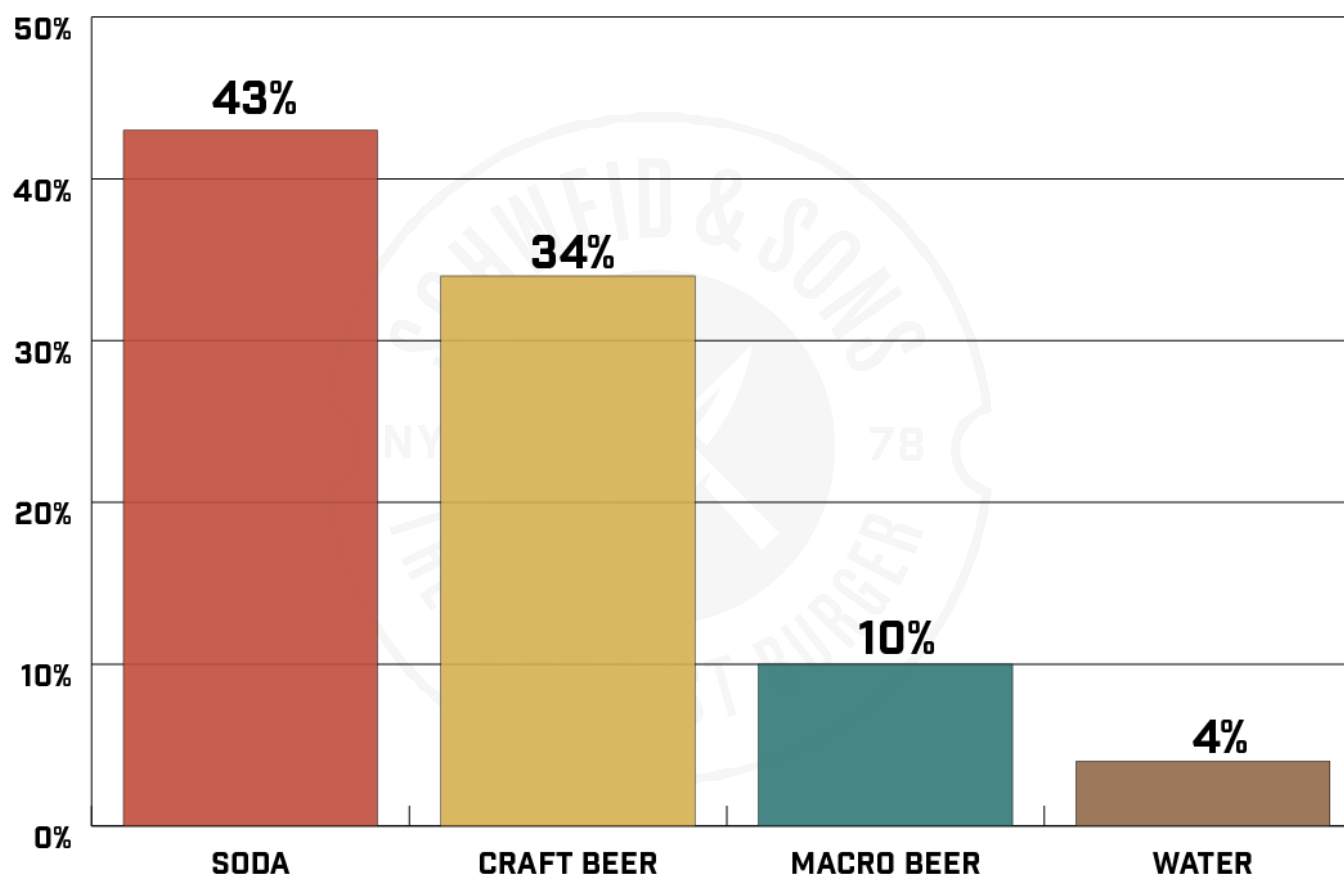


What is the most popular
appetizer ordered with
Burgers at restaurants?



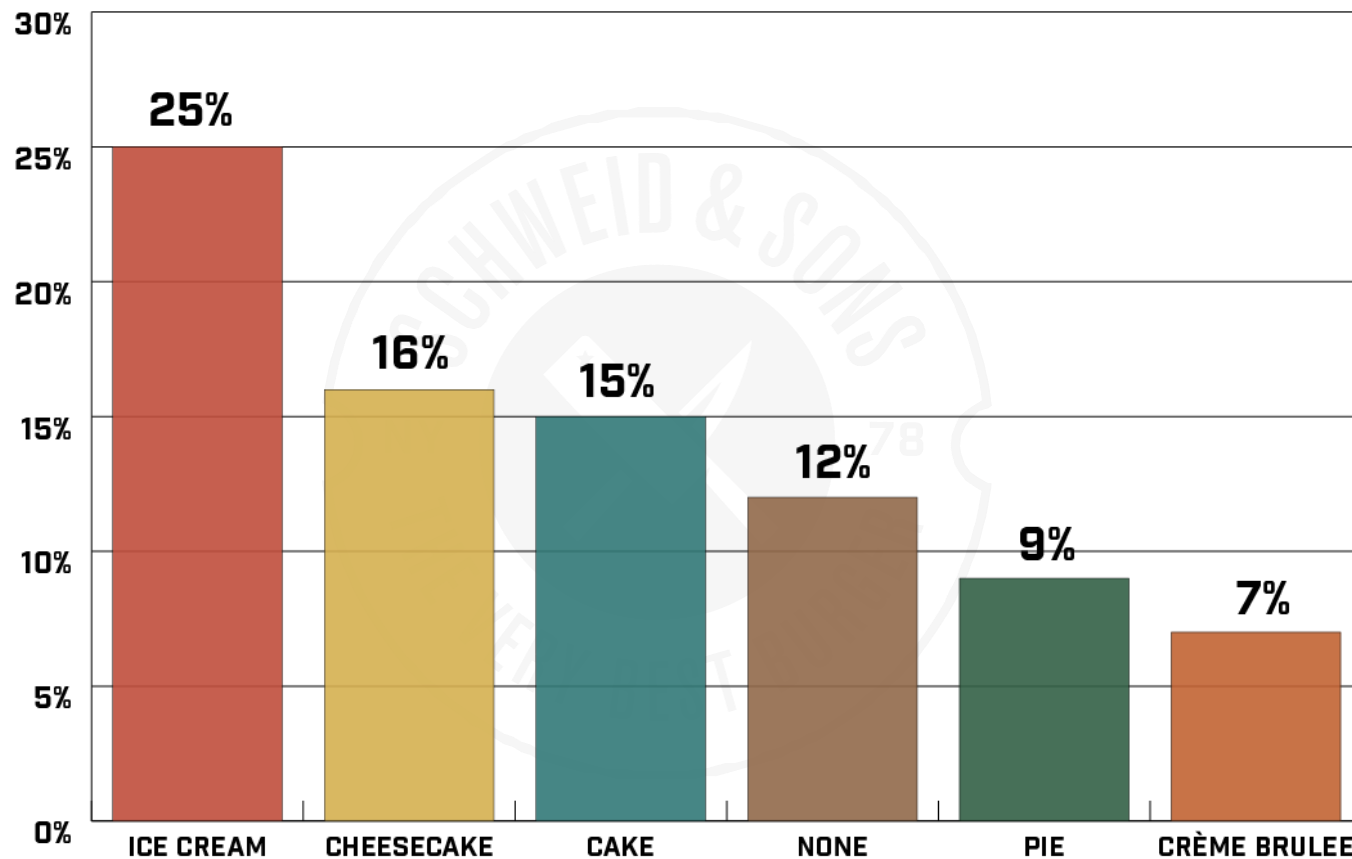


What is the most popular
beverage ordered with
Burgers at restaurants?





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

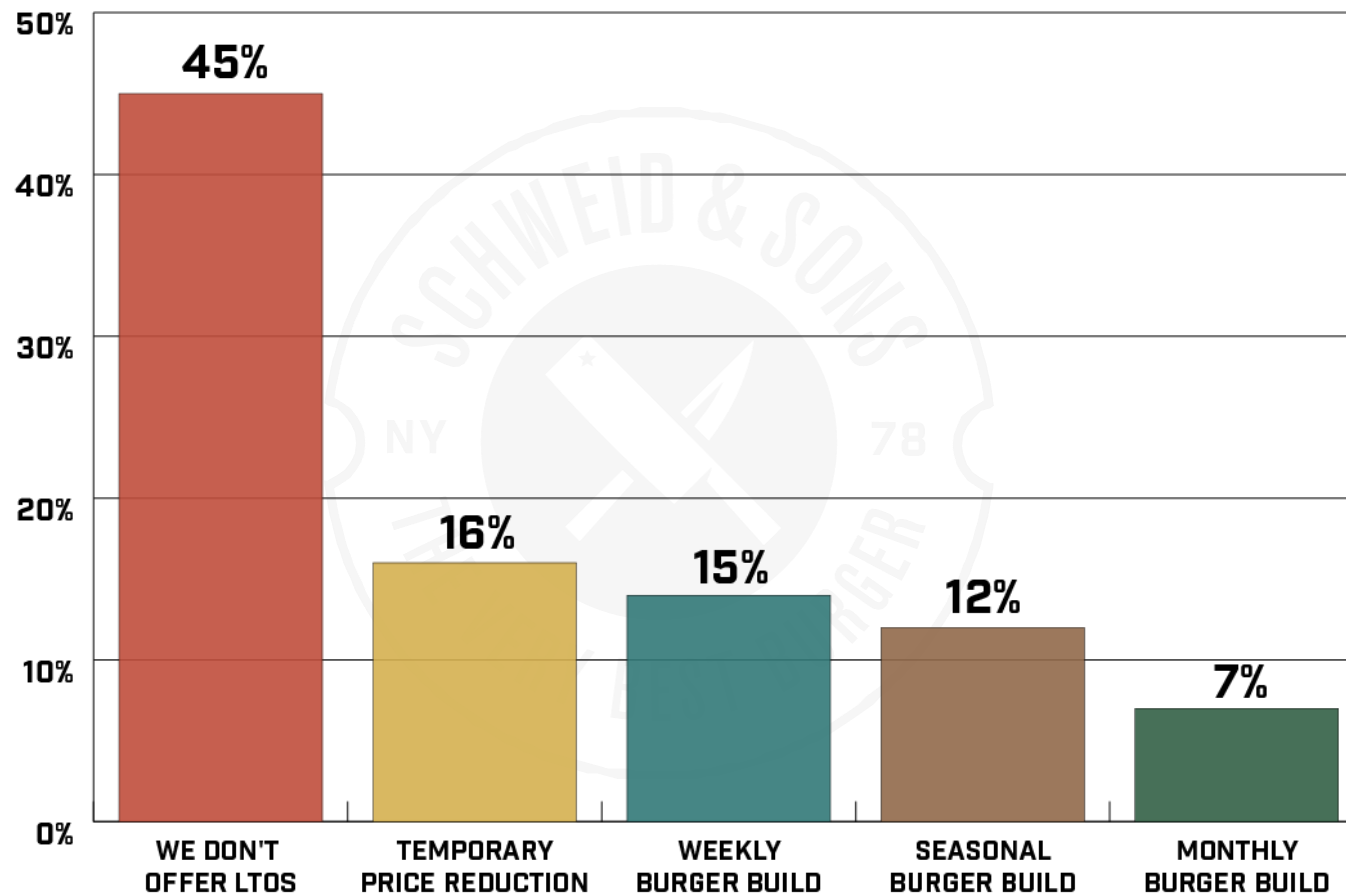




What is the most effective limited time offer (LTO) for Burgers at restaurants?

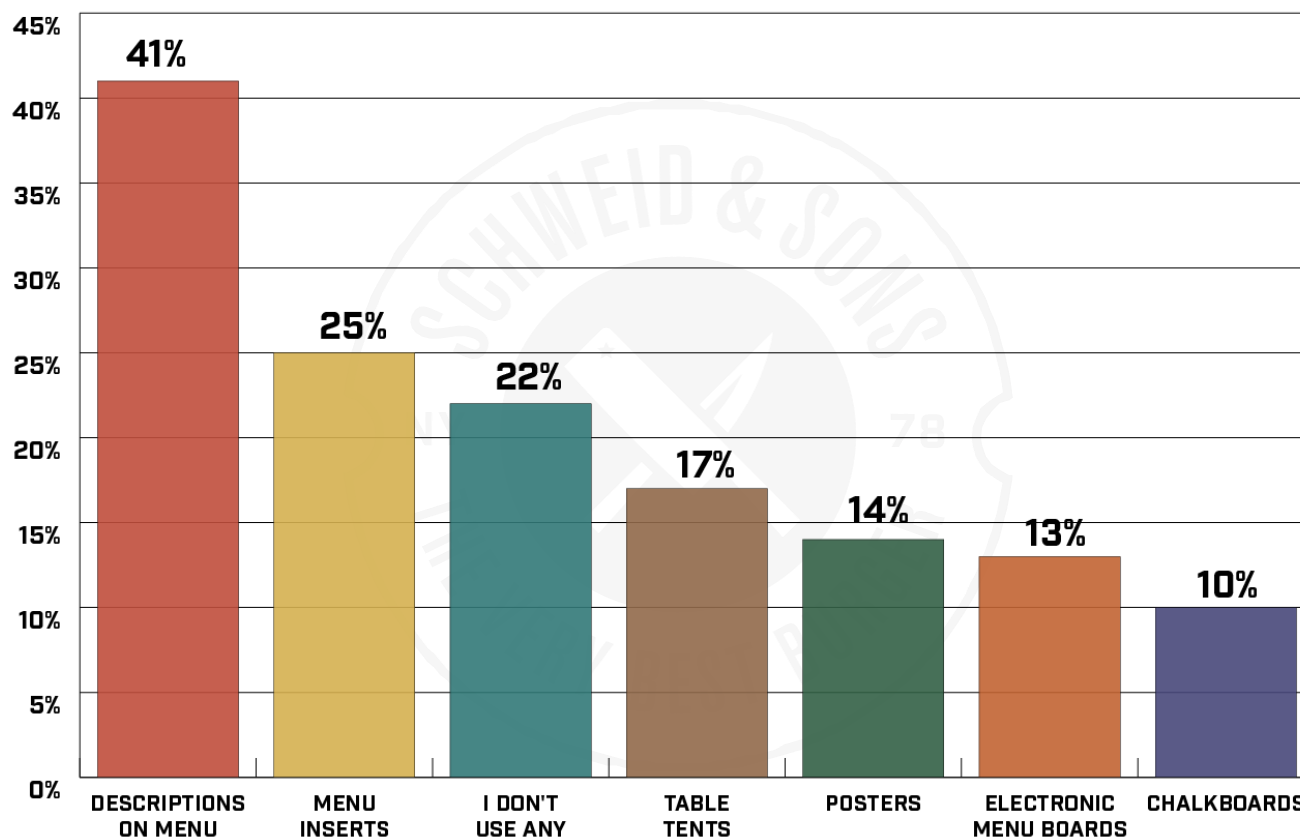


The 420 Burger | Credit: Boston Burger Company



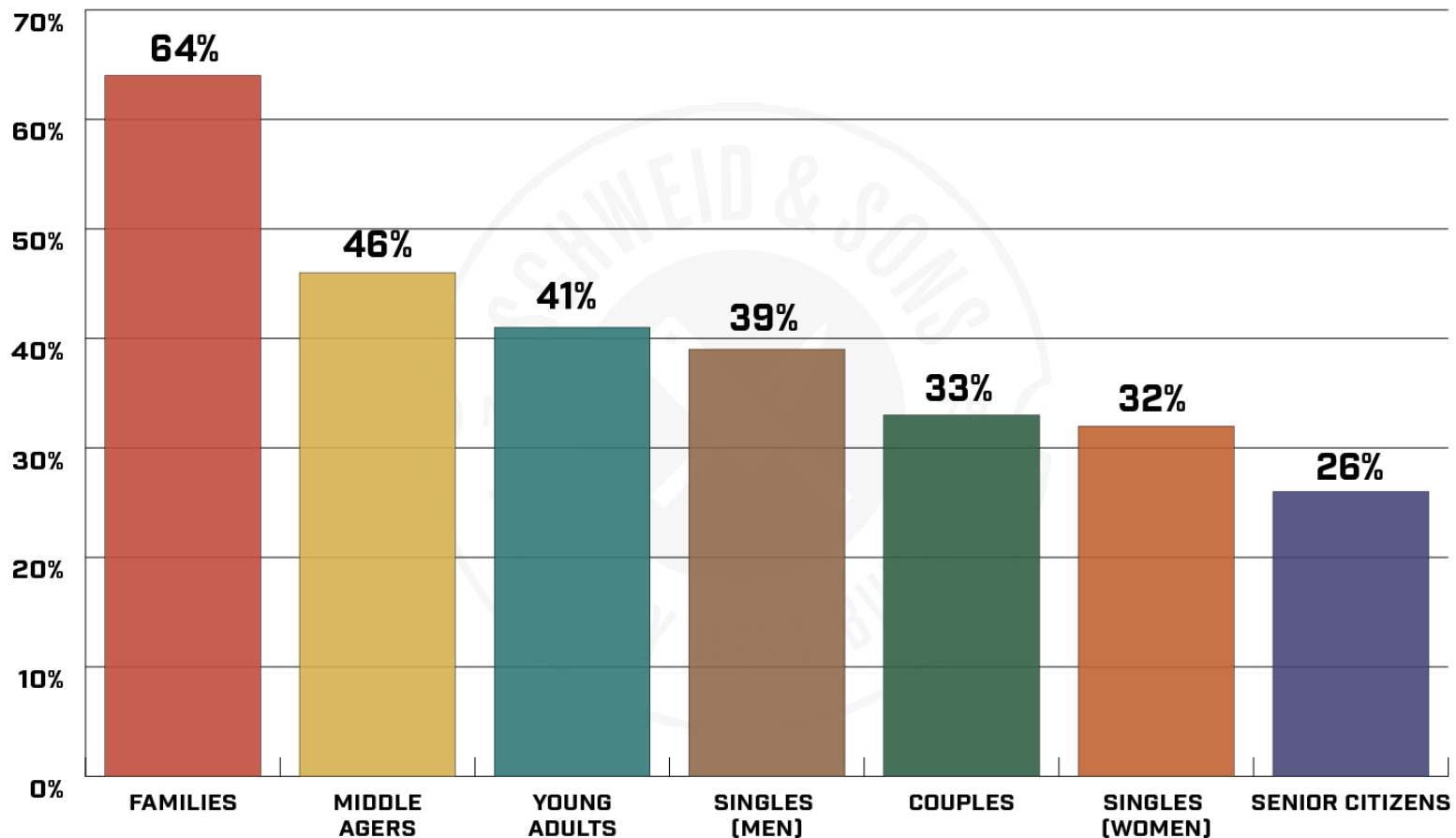


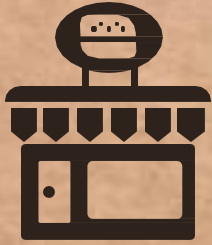
What is the most effective
point of sale material for
Burgers at restaurants?



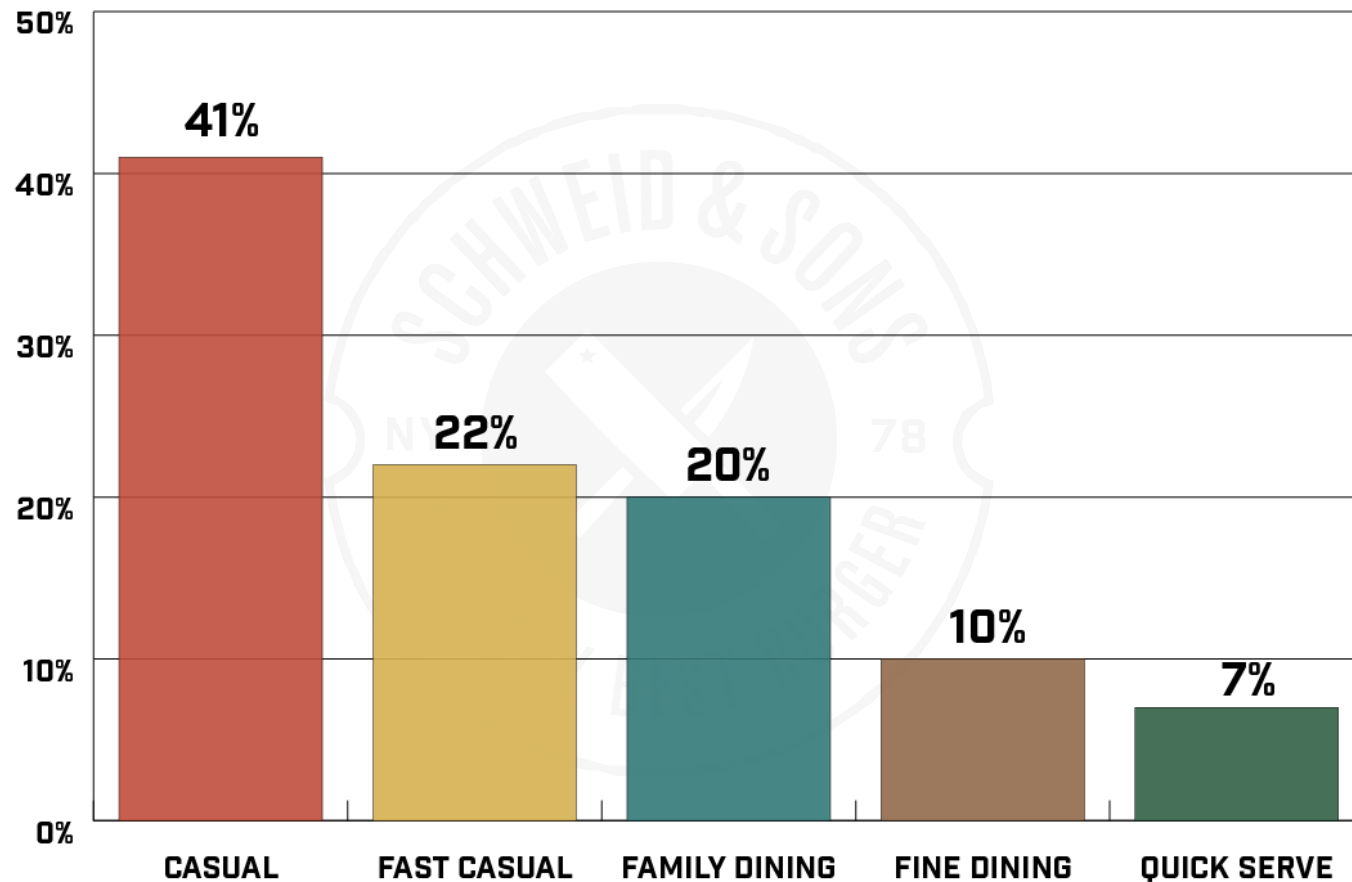


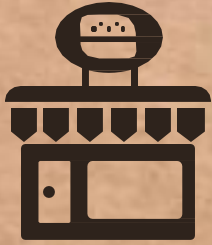
Which groups account for the majority of restaurant patrons?



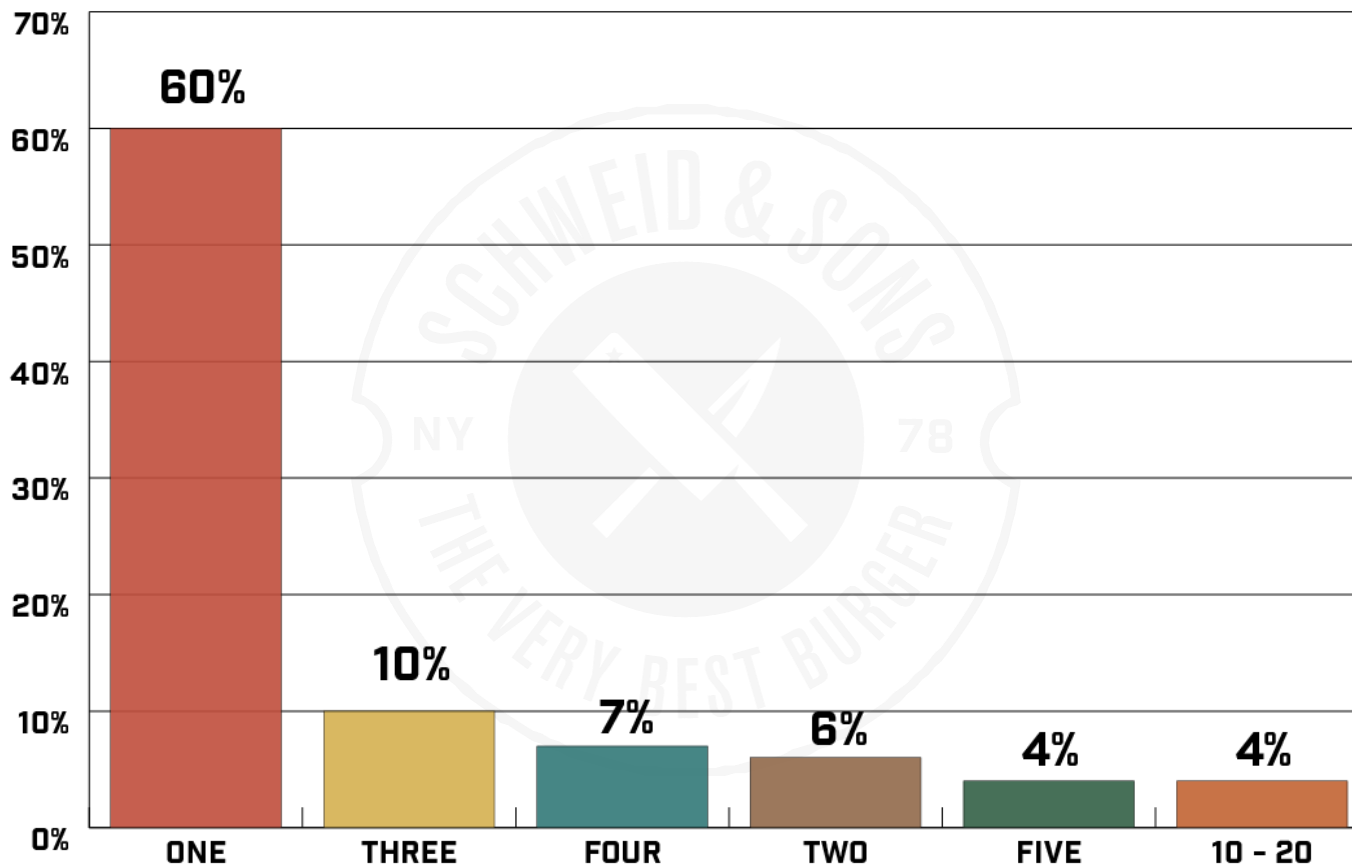


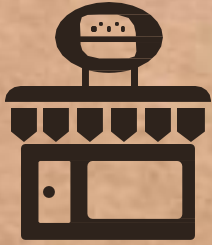
Which dining segment best describes most restaurants?



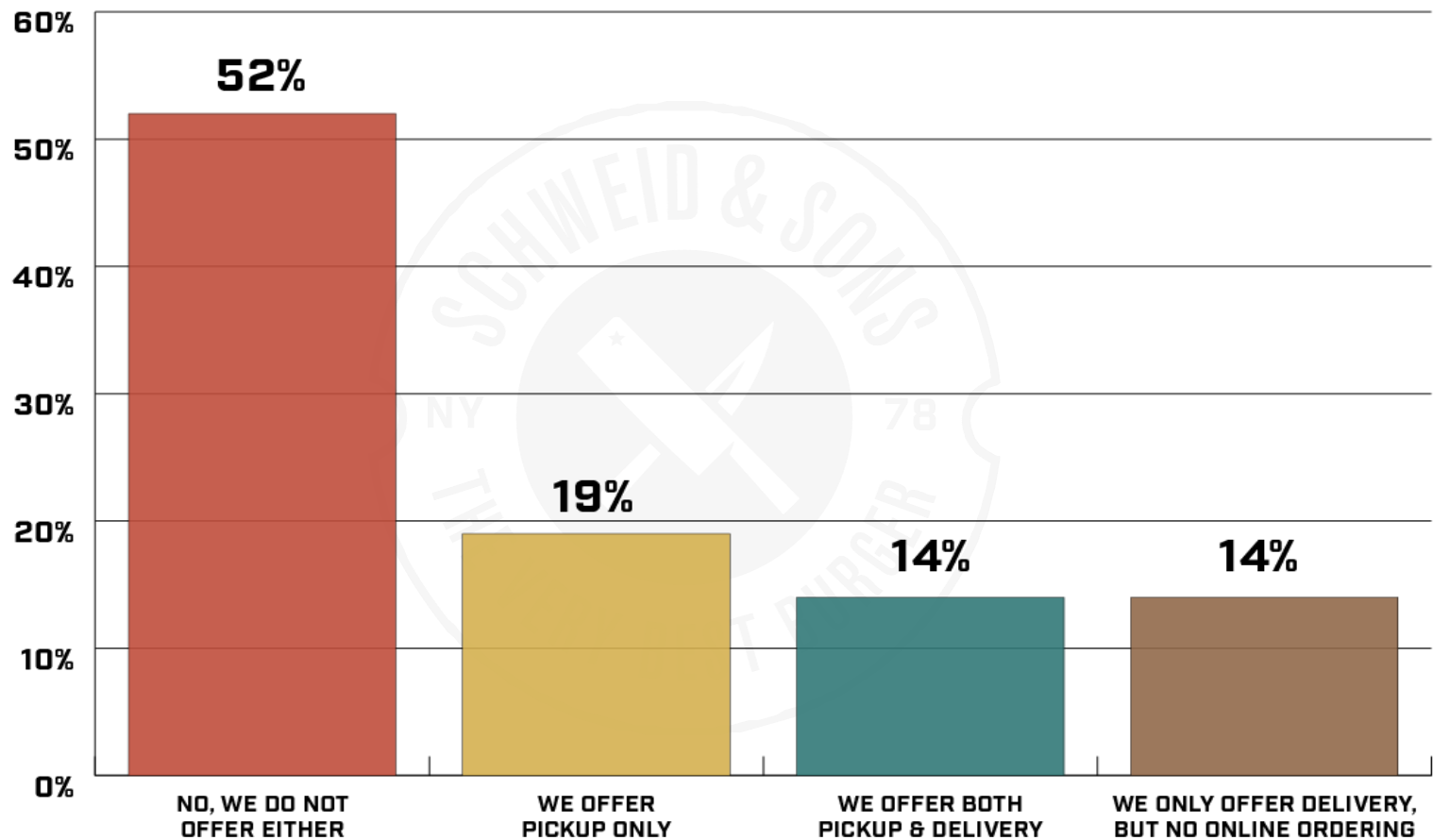


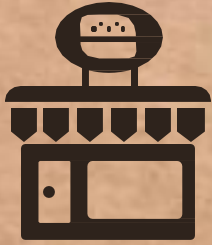
How many locations do most restaurants with Burgers operate?



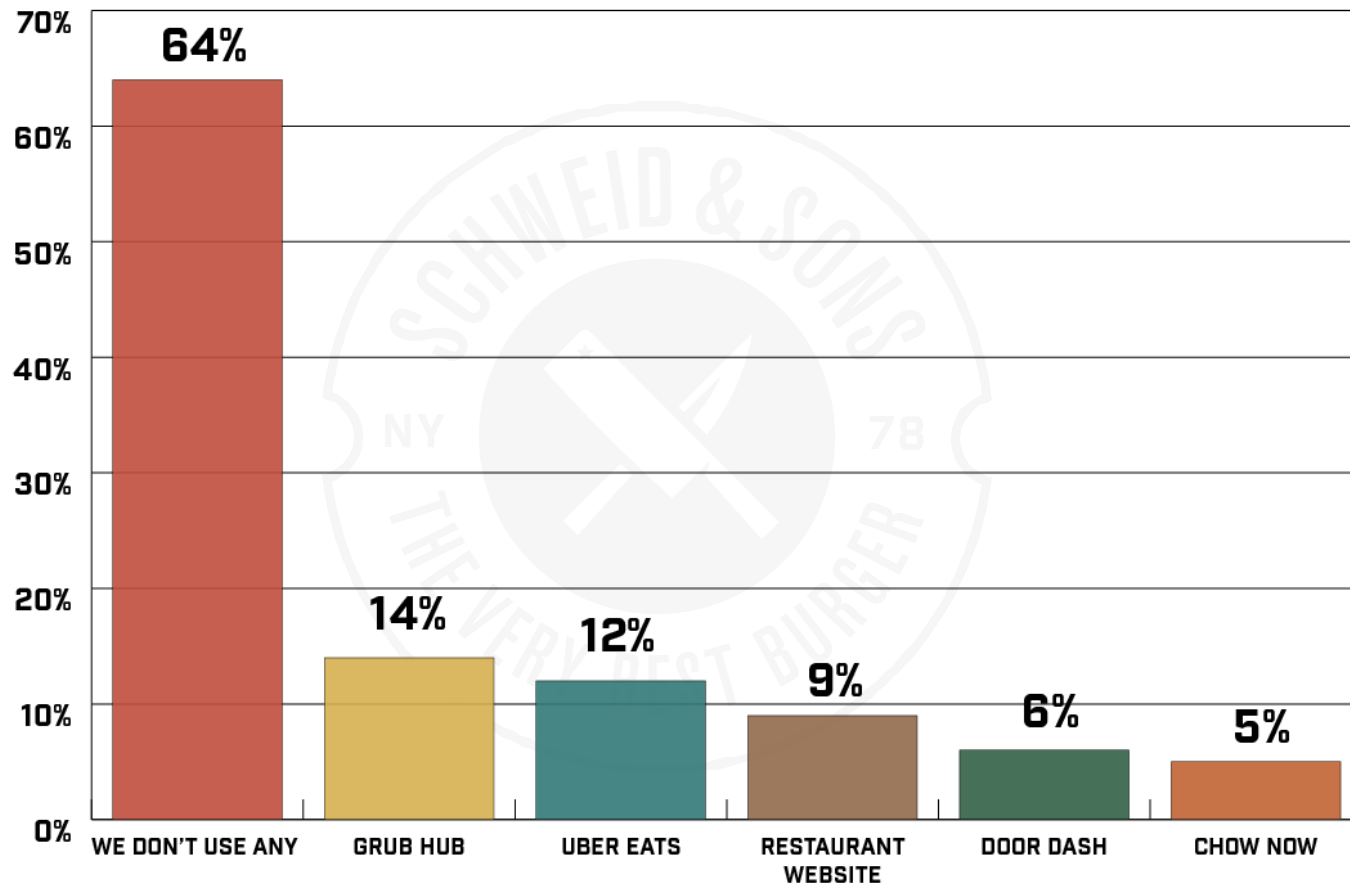


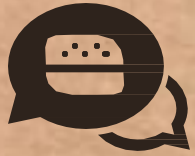
Do most restaurants offer
online ordering/delivery?



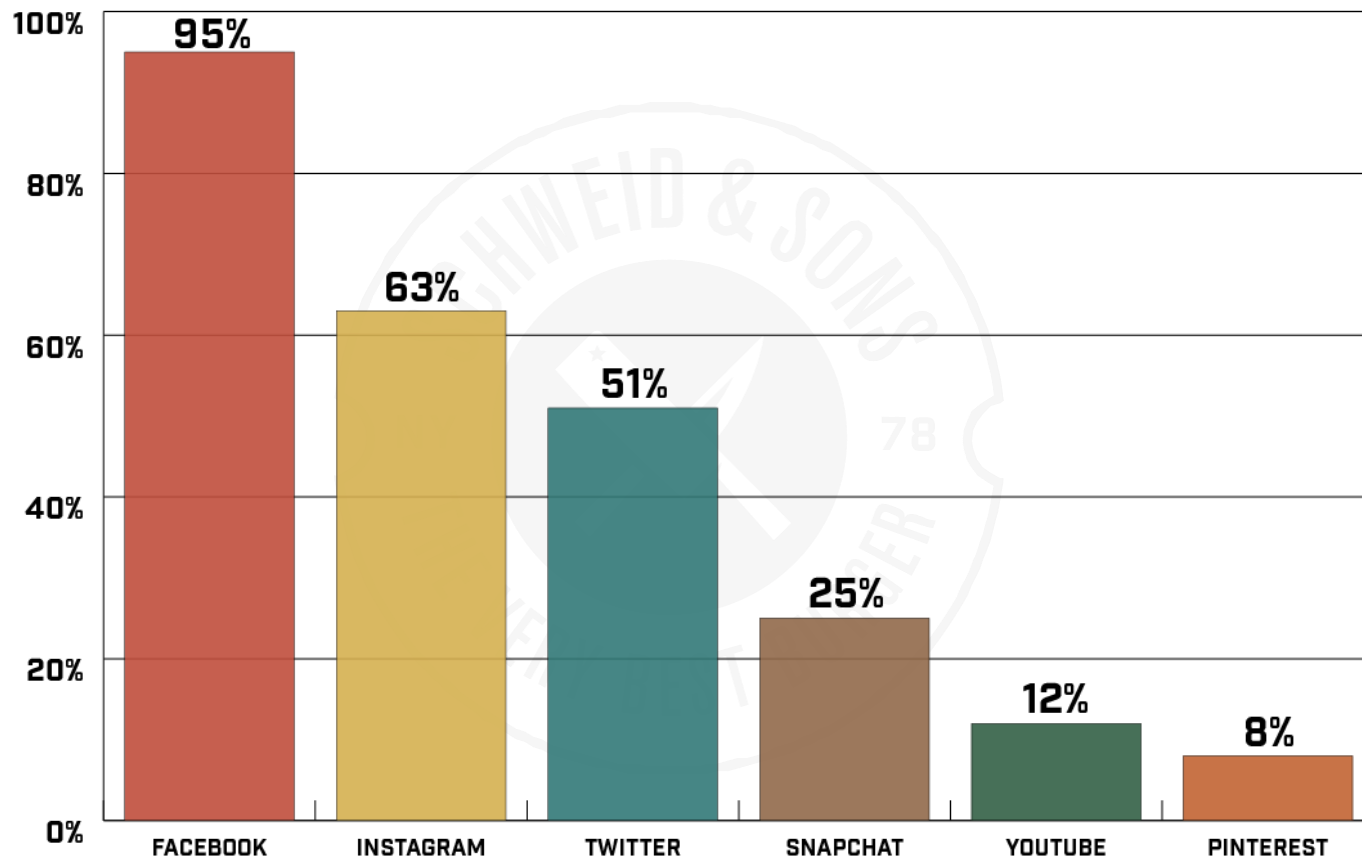


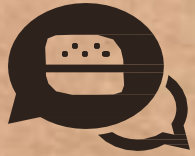
What are the most popular online ordering platforms used in restaurants?



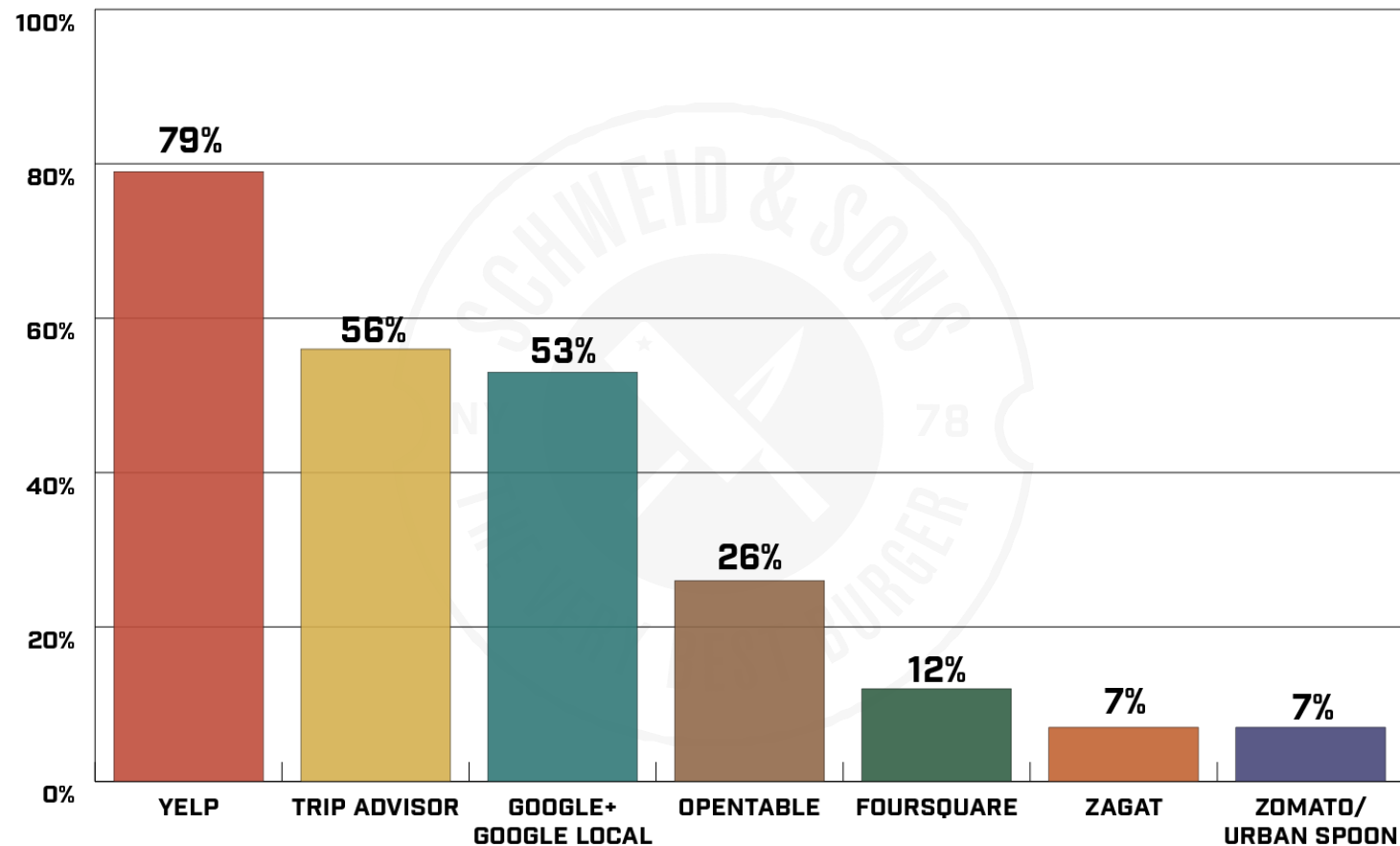


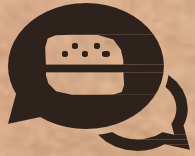
What are the most popular
social networks used to market
restaurants?



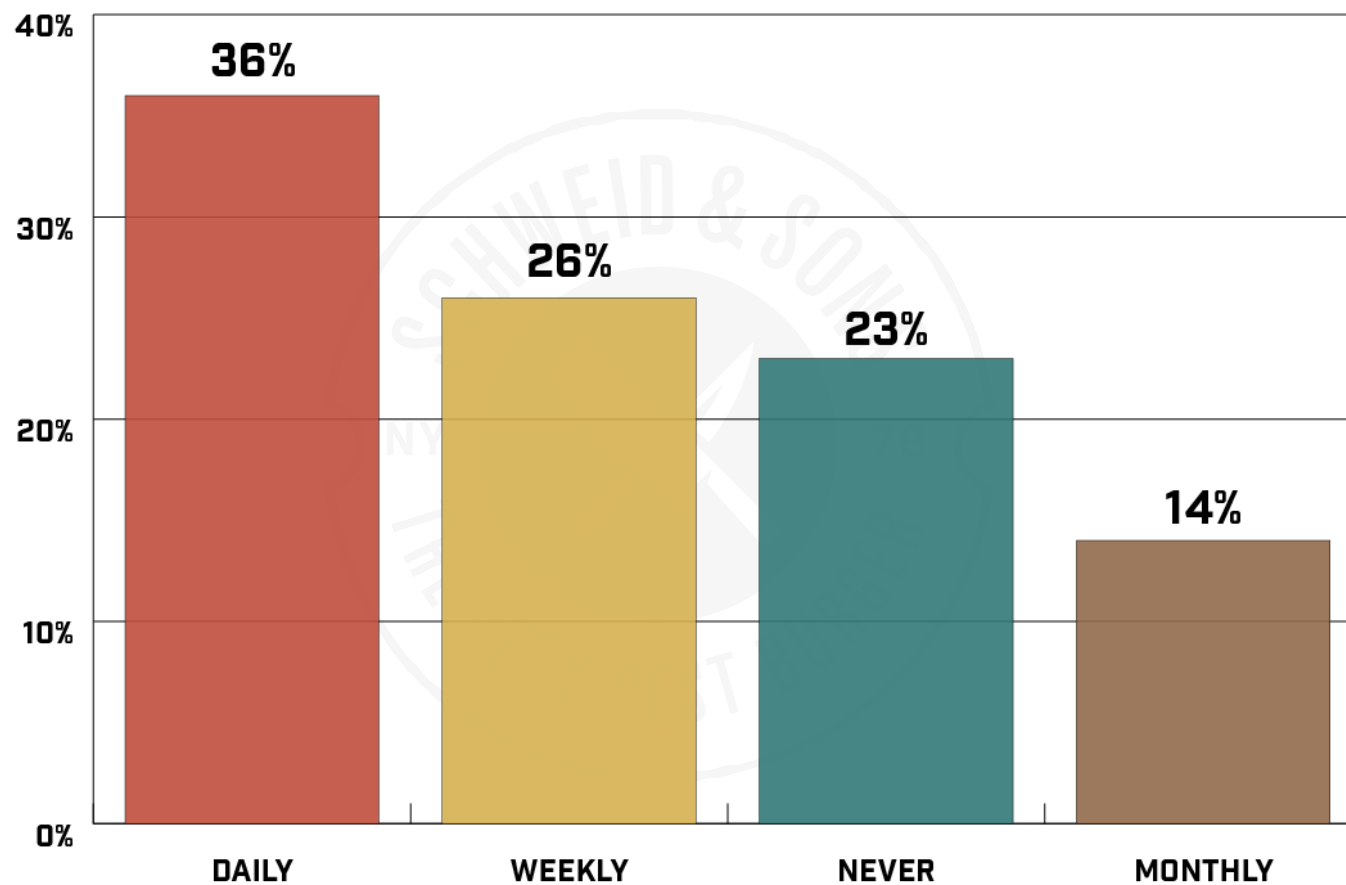


What are the most popular review sites used to market restaurants?





How often do restaurant teams respond to online reviews?



SCHWEID & SONS® Burger Trends

Report
2018

While this year's *Burger Trends Report* confirmed that elements of the classic Burger aren't going anywhere anytime soon (bacon Cheeseburger, anybody?) it also saw some major changes away from last year's results. Let's compare our data from this year to what we found in 2017.

	MOST POPULAR	BIGGEST MOVES
 BURGER WEIGHT	2018: 8 ounces 2017: 8 ounces	↑ 6 ounces ↓ 7 ounces
 BUN TYPE	2018: Brioche 2017: Brioche	↑ Potato ↓ Sesame
 CHEESE TYPE	2018: American 2017: American	↑ Swiss & Jack ↓ Cheddar & Blue
 SAUCE TYPE	2018: Ketchup 2017: Ketchup	↑ Ketchup ↓ BBQ Sauce
 VEGGIE TOPPING	2018: Tomato 2017: Tomato	↑ Tomato & Avocado ↓ Lettuce & Mushrooms

— POPULAR BUILD —



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	MOST POPULAR	BIGGEST MOVES
 PROTEIN TOPPING	2018: Bacon 2017: Bacon	↑ Pulled Pork & Egg ↓ Chili
 AVERAGE PRICE	2018: \$10-\$10.99 2017: \$12-\$12.99	↑ \$9-\$9.99 ↓ \$12-\$12.99
 BURGER FORMATION	2018: Pre-Formed 2017: Pre-formed	↑ Pre-Formed ↓ Hand Patty
 BEEF TYPE	2018: Angus 2017: Angus	↑ All Natural ↓ Hereford
 BEEF CUT	2018: Chuck 2017: Chuck	↑ Custom ↓ Sirloin
 TEMPERATURE SERVED	2018: Medium 2017: Medium	↑ Medium ↓ Medium Rare

— TRENDING BUILD —





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 2018* 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.



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