



Schreiber[®]

BUILD A BETTER

BURGER

CELEBRATE CHEESE

learn how cheese creates
a more craveable and better
tasting burger

✓ CRAVINGS DRIVE PURCHASES

We want to positively impact your burger's craveability.

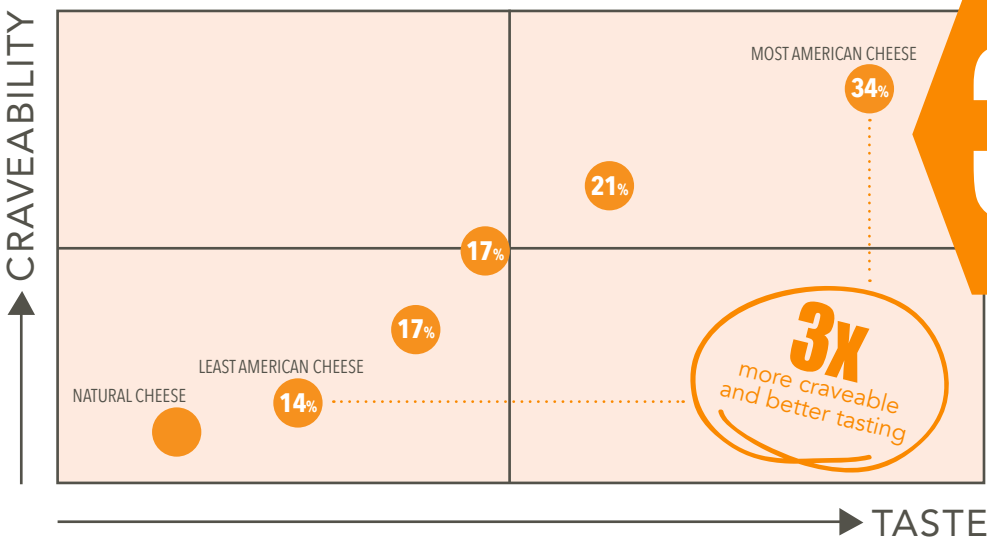
✓ CHEESE DRIVES CRAVEABILITY and TASTE

Increase your cheese:meat ratio to improve satisfaction and taste ratings.



CHEESE:MEAT RATIO CHEESEBURGER FOCUS GROUPS

% indicates cheese:meat ratio, using 1/4 lb beef burgers



30%

our recommended cheese:meat ratio, where the highest **craveability** and **satisfaction** ratings occur in our research.

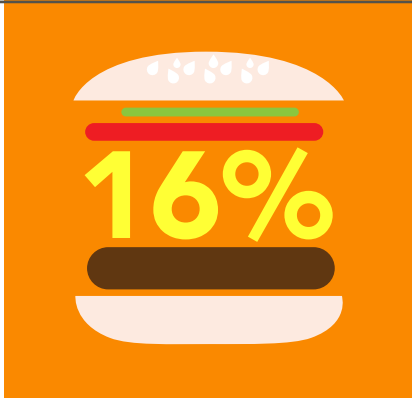
3X more craveable and better tasting

Unequivocally, consumers told us the burgers with more American cheese tasted better and were more craveable than the burgers with less cheese or natural cheese.

PREPARATION MATTERS

We believe strongly that a strong cheese:meat ratio is a great starting point, but it is not the end all be all. Consumers will tell you that a great beef patty is what makes a great burger; heightened focus should be put on the preparation and care of the beef burger, as well as making sure cheese is melted on the burger before being served to maximize craveability.

CHEESE:MEAT RATIO



THE INDUSTRY AVERAGE

We looked at the top 12 burger chains to find that the industry average is significantly below the recommended **30% cheese:meat ratio**.



CHEESE TO MEAT RATIOS FOR CHEESEBURGERS

CHEESE OPTIONS		BURGER SIZES							
CHEESE SLICE COUNT	CHEESE SLICE WEIGHT	1 SLICE 10-1 LB	1 SLICE 8-1 LB	1 SLICE 1/4 LB	2 SLICES 1/4 LB	1 SLICE 1/3 LB	2 SLICES 1/3 LB	1 SLICE 1/2 LB	2 SLICES 1/2 LB
96	.83 OZ	51.9%	41.5%	20.8%	41.5%	15.6%	31.3%	10.4%	20.8%
120	.67 OZ	41.9%	33.5%	16.8%	33.5%	12.6%	25.3%	8.4%	16.8%
160	.50 OZ	31.3%	25.0%	12.5%	25.0%	9.4%	18.9%	6.3%	12.5%
200	.40 OZ	25.0%	20.0%	10.0%	20.0%	7.5%	15.1%	5.0%	10.0%
ACTUAL BURGER OUNCES		1.6 OZ	2.0 OZ	4.0 OZ	4.0 OZ	5.3 OZ	5.3 OZ	8 OZ	8 OZ
CHEESE TO MEAT CALC.		CHEESE SLICE WEIGHT / BURGER WEIGHT IN OUNCES							

OUR RECOMMENDATION

- Target 30%** : Reference the resource above to identify the required amount of cheese needed to hit target.
- Melt the cheese** : Consumers want cheese on their burgers to be melted. Leverage the properties of American cheese to maximize melt and craveability.
- Celebrate Real American Cheese!**



CONTACT A REPRESENTATIVE to find out how to make a better burger for your menu