



*#BeDifferent*



Impulses. Success. Emotions.



## DON'T GET LOST!

The food service market is changing constantly – in particular the burger market. Trends come, stay, or go; everything becomes more fast-moving, and the challenges for you as a restaurateur are becoming more and more complex. Be it the rising and more and more varying guests' demands or the massive pressure on costs and on staff management – staying in control is difficult. **The increasing complexity requires a change as well as new, specialized solutions, which we will support. #BeDifferent!**



TIME TO

# #BeDifferent

BE DIFFERENT, MAKE A DIFFERENCE



Impulses. Success. Emotions.



## SATURATED BURGER MARKET

### THE HIGH-FLYER HAS REACHED THE PEAK

The burger has shown a **legendary performance** across all culinary stages.

VS.

It has **reached its peak**, the market is becoming saturated. Has the burger been a sure-fire success so far, **it now needs new impulses**.

## MORE DEMANDING CONDITIONS

### INCREASING EXPECTATIONS NEED TO BE FULLFILLED

The **guests' demands are increasing**, they are becoming more and more varying and complex.

VS.

At the same time it is getting **more and more difficult to pull in competent staff** to meet these demands.

## 100 % FOOD SERVICE – THE PERFECT PARTNER

### WE DON'T DO THE SPLITS TOWARDS RETAIL

We **exclusively focus on food service!** We have been investing passion and expertise for successful innovations for more than 35 years. This is why we still are your perfect sparring partner!

### WE KNOW WHAT YOUR GUESTS NEED

Our experience and our instinct let us identify and observe new developments in the gastronomy, assess trends, and analyse guests' demands. That's how we fortify the **guests' delight** with creative concepts and inspiration such as the Culinary Code!

### WE SUPPORT YOU IN A TARGET-ORIENTED WAY

Surviving in the market requires **smart differentiation!** We are the unbeaten burger professionals, trendsetters, and your long-term partner – with **really relevant novelties!**

#BeDifferent



# SUSTAINABILITY

## OUR JOB FOR A LONG-TERM PARTNERSHIP

Besides our passion for products and concepts, we also focus on **Corporate Social Responsibility** and willingly assume entrepreneurial responsibility for a sustainable development of the industry. As one of the **first companies in the meat industry**, we – together with VION – started a **transparency offensive on the production and processing** of our products. Since then, we have been granting thorough insight in our activities. For bundled information, please refer to our **VION CSR-REPORT**



## GASTRONOMY

SUPPORTING THE OFFSPRINGS FOR THE FUTURE OF THE INDUSTRY

- sustaining member of the Institute of Culinary Art (ICA) to reduce the lack of qualified personnel (a.o.)
- collaboration with universities
- supporting start-up companies through the Leaders Club

## ENVIRONMENT

PRODUCTION WHILE CONSERVING RESOURCES

- Reduction in energy and water consumption as well as packaging waste
- Applying renewable raw materials
- Supporting the United Nations objectives concerning sustainable development

## ANIMAL

APPROPRIATE TO THE SPECIES – IN ALL ASPECTS

- Regional slaughtering
- Short travel distances for the animals
- Transparency in the value creation chain

# WE ARE THE BURGER MAKERS

## TRENDS INSTEAD OF PASSING FLARES

We have been designing the burger market with **our impulses and product innovations for more than 35 years – always in due time!** Our distinctive instinct for trends lets us identify new topics before they even become apparent. We sustainably **shape and develop the market** providing an assortment for demanding guests.

**1980**

**Hamburger by Hitburger:** the first classical burger on the German market.

**2000**

**GIANT Burger:** “Americanization” and “Big Portions”.

**2006**

**Quick & Easy Burger:** first cooked burger for quickest preparation.

**2008**

**Gourmet Burger:** established a long time before all other “Better Burgers”.

**2012**

**Homestyle Burger:** distinctive handmade character.

**2019**

Discover **new and relevant impulses** for the market!

*#BeDifferent*



## READILY AVAILABLE – WIDE PRODUCT RANGE

**Always close to you:** We can offer you the full assortment and the perfect product for your purposes at any time due to good product availability at our wholesale partners.

## MAXIMAL INDIVIDUALIZATION – OPTIMAL DIFFERENTIATION

**Multi-faceted differentiation:** Our huge variety of products offer a 4.5-million-fold choice of individualization. This allows you to respond to any wish expressed by your guests – be the one to offer special and creative dishes!  
**#BeDifferent**



PREMIUMISATION

## THE NEW EXCLUSIVITY

**PREMIUMISATION STILL REMAINS  
A MAJOR TREND TOPIC**

The beef burger as a quality product – very welcome by the guests! Fastidious guests love premium burgers, and restaurateurs respond by offering highly refined products – for example made from premium cattle breeds.

**MEAT LOVERS ARE INTO  
"SPECIAL CUTS"**

The new top trend of hot steak restaurants goes even further: "Special Cuts" or "New Cuts of Meat". Here the cook applies different cuts beyond the classical use thus allowing the special properties of the "Special Cuts" to develop their full culinary potential. Convincingly thrilling for both the expectant guest and the professional cook.

**DIFFERENT, BETTER, SELECTED**

The top trend interpreted as a burger! A "Special Cut" will always take you a "Cut" ahead. You distinguish yourself from other suppliers, you prove sound market instinct, and you enhance the value of your menu. Offer products with news value to your guests: new premium impulses! **#BeDifferent**

# THE NEW PREMIUM: SPECIAL CUTS

## PRIME CUT BURGER

Fetching perfection! If you wish to create a perfect burger, you will have to observe a number of factors: beef quality, fat content, grinding quality, texture, and preparation. We have found the perfect mixture for a particularly succulent, juicy and perfect burger: with "Special Cuts" from lean brisket and juicy flank – selected by hand!

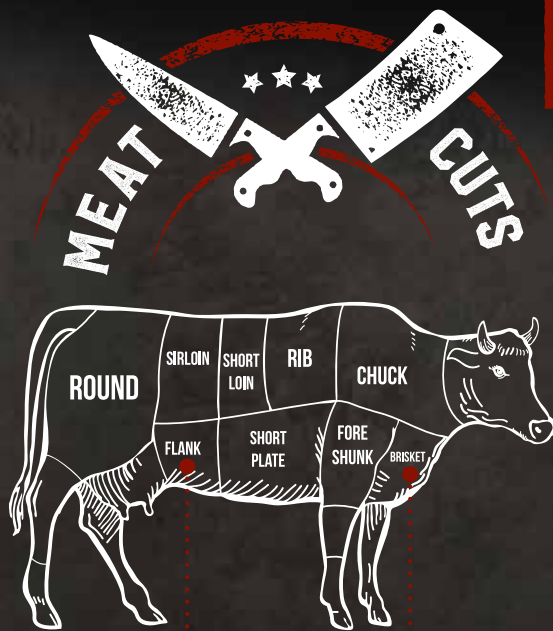




# UPGRADE FOR YOUR MENU WITH THE PRIME CUT PATTY

- SELECTED CUTS: BRISKET & FLANK
- SUCCULENT ENJOYMENT IN HOMESTYLE LOOK
- EXTRA THICK: IDEAL TO SERVE MEDIUM

KNOW WHAT YOU GET!



FLANK

BRISKET



## Prime Cut Burger

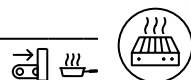
Premium burger for connoisseurs: A perfect mix of selected cuts. Lean brisket and juicy flank – inspired by the new love of “special cuts”. Make your mark with exclusivity, utmost enjoyment, and transparency!

RAW, SEASONED

PREPARATION

ART. NO. 85 073 00

200 g × 25 pieces = 5.0 kg 4 – 4.5 INCH BUN



## QUALITY...

### ... HAS A NAME

Promote your facility with exclusivity and raise the value of the dishes you offer – and the value of your average eater check – with the Prime Cut Burger! Here are some naming suggestions for your high end menu:

- Prime Cut Burger
- Special Cut Burger
- Beef Brisket Burger
- Beef Brisket Flank Burger
- Beef Flank Burger

### MEDIUM! PLEASE!

Ask your guests for their desired cooking level.

48 °C – 52 °C

MEDIUM RARE

57 °C

MEDIUM

71 °C

WELL-DONE



WELL-BEING

## THE NEW PLEASURE FROM DELIBERATE ENJOYMENT

### HEALTHY AND SUSTAINABLE FOOD IS TRENDY

Sustainability, health, and responsible diets have become more and more important for many guests, and the combination of deliberate enjoyment and joy paired with sensuality is increasingly becoming the centre of attention.

### INCREASING GUESTS' DEMANDS

Flexitarian, diverse, balanced, individual, and with relish – the wishes of the guests can be a real challenge! And it is not easy to find the appropriate offer as a restaurateur.

Suitable articles are rather limited, often not natural, and hardly ever reach the flavour of a beef burger.

### LESS MEAT – 100 % BURGER QUALITY. OF COURSE!

Besides vegetarian and vegan burgers, modern alternatives are requested. Now we offer the perfect combination.

A sustainable diet with reduced meat but full delight and 100 % natural ingredients. #BeDifferent



# 2 SOULS UNITED

50 % BEEF  
50 % BUTTON MUSHROOMS



## TWO SOUL BURGER

We invested a lot of time for the perfect solution of the Two Soul Burger product. The target was to develop a burger which looks and tastes like a beef burger.

The solution: mushrooms! The properties of mushrooms are similar to the properties of ground beef. Pairing both ingredients lets us create the appearance, the texture, and the taste of a beef burger with 50 % less beef. In addition, the Two Soul Burger provides for better nutritional values and has 100 % natural ingredients. A little contribution towards sustainability – and a major enjoyment event!

50 % Beef  
+ 50 % Button mushrooms

= 100 % Appearance, texture, taste, natural ingredients



## 100 % NATURALNESS: TWO SOUL PATTY

- 100 % BEEF FLAVOUR WITH 50 % LESS MEAT
- ONLY NATURAL INGREDIENTS
- CONSCIOUS, RESOURCE-SAVING, SUSTAINABLE

REAL ENJOYMENT WITH  
A QUIET CONSCIENCE



### Two Soul Burger

No half measure: 50 % meat, perfect enjoyment! The mix of beef and mushrooms tastes and looks like a classic burger. For conscious meat lovers - low in fat and calories.

RAW, SEASONED

PREPARATION



ART. NO. 85 080 00 180 g × 24 pieces = 4,32 kg 4 - 4,5 INCH BUN



## CONFUSINGLY SIMILAR TO A BEEF BURGER

TWO  
SOUL BURGER

BEEF  
BURGER



### THE MUSHROOM - A REAL CHAMPION

The common button mushroom is our best-known edible mushroom and scores points with a lot of brilliant properties: rich in water and low in calories it does our body good. Containing precious dietary fibres and minerals, vitamins, and blocks of proteins, it contributes to a healthy diet.

### PERFECT PAIRING

The taste of button mushrooms can be described as tangy or as umami. This fifth flavour has been well-known to the Japanese for more than one hundred years. The characteristic umami flavour develops during the ripening, cooking, drying, or fermenting process and is sometimes also described as "fleshy". So it's no surprise that the mushroom is such a perfect partner to beef. In our Two Soul Patty, the mushroom caters for 100 % enjoyment from nature without any spices. No kidding!



## INCREASING DEMAND FOR CHICKEN

# HIGH FLYING

## GUESTS ARE LOVING POULTRY

Chicken meat is perfect for a light, modern diet: tender and juicy, low in fat and rich in protein, poultry is part of the menu in any culture around the world. So it is no surprise that demand for poultry is rising constantly.

## ON FIRE FOR CHICKEN MEAT!

Chicken and trends are two things we do know very well. Even already 25 years ago we were the first to bring the original Buffalo Chik'n® Wings from the USA to the German market. Meanwhile, the wings have converted to one of the best-selling products in the finger food market, and the buttery-spicy flavours is one of the most popular and most well-known flavour in the world.

## MAKING ONE OUT OF TWO

The burger market still greatly welcomes strong solutions and a greater variety in terms of poultry. So the obvious thing to do is to combine two success stories: Buffalo Chik'n® goes Burger – #BeDifferent!

# THE CHIK'N TOPSELLER

ORIGINAL  
BUFFALO TASTE



## If two natural winners ...

... go together, victory is deemed to be a certainty. In the first Buffalo Chik'n® Burger, we combine the success and the inimitable flavour of our wings with the burger success story.

## By the way ...

Did you know that the Original Buffalo Chik'n® Wing was an accidental product? For the whole story and its unexpected success, please see: [salomon-foodworld.com/buffalo-en.html](http://salomon-foodworld.com/buffalo-en.html)

# OUR BUFFALO WINGS NOW AS A BURGER

- ➡ SPICY WITH A SLIGHT HINT OF BUTTER
- ➡ CRUNCHY, COARSELY BREADED
- ➡ 100 % PRE-COOKED = 100 % PRODUCT SAFETY



## Buffalo Chik'n® Burger

The high-flying addition to the burger range: Juicy, spicy, and so popular – the recipe of our Buffalo Chik'n® Wings as a burger. Authentic like the original from New York, yet different. For a greater poultry variety on the menu!

## FULLY COOKED, SEASONED

### PREPARATION

ART. NO. 85 074 00

4 × 1.5 kg = 6.0 kg  
(1.5 kg = 10–12 pcs. à approx 135 g)

4.5 – 5 INCH BUN



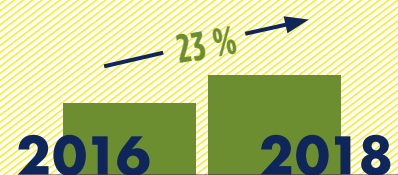


## VEGANISM

EVERYBODY  
LOVES VEGGIE

## VEGGIE IS GROWING

Vegan, vegetarian, or flexitarian diets – they all are trendy as never before! One reason is also the rising general awareness of healthy and reduced-meat food. Meanwhile you cannot imagine the burger sector without vegetarian patties.

VEGETARIAN BURGER –  
A CREATIVE BOOM

As the number of veggie lovers is increasing, the demands on taste, quality, variety, and naturalness of the vegetarian burger range are increasing as well. For you as a restaurateur, this means a new challenge for and a new culinary direction of your cuisine.

ADDITIONAL REQUIREMENTS  
FOR THE MARKET

Today the burger market offers insufficient space in the vegetarian and vegan sector. For example, the naturalness of the ingredients are often not honoured properly as the grinded patty pieces are often too finely chopped and/or the patties are fried. There are not enough different flavour profiles in the market. So it's time to bring something new into play ...

#BeDifferent

# WE ARE THINKING THE WORLD OF IT



## Pure enjoyment

The success story of our Sunny Veggie Burger shows that the target group opts for naturalness. Therefore, our new Mediterranean Veggie Burger with non-breaded, large pieces of vegetables initiates new variations on the veggie market!

BURGER  
GREETINGS  
FROM THE  
MEDITERRANEAN!

## DON'T WORRY – BE VEGGIE! MEDITERRANEAN VEGGIE BURGER

- UNBREADED, NATURAL, LIGHT
- GRILLED VEGETABLES, PESTO, DRIED TOMATOES
- IDEAL FOR VEGETARIANS AND VEGANS



## Mediterranean Veggie Burger

Meatlessly happy: Upgrade and variety for the veggie repertoire! Deliciously grilled Mediterranean vegetables, roughly chopped and refined with characteristic ingredients from the popular Mediterranean cuisine.

VEGAN, PRE-COOKED, SEASONED

## PREPARATION

ART. NO. 85 075 00

4 × 1.25 kg = 5.0 kg  
(1.25 kg = 10 pcs. à approx 125 g)

3.5 – 4 INCH BUN





## HOMEMADE

CRAFTSMANSHIP  
RELOADEDHIGH-QUALITY BUNS  
IN THE FOCUS

Standard sesame buns are no longer anything a confirmed burger fan would write home about. If you wish to make a difference, you have to offer new, premium-quality types of bun such as Brioche and others. The development of the market clearly shows: it's the premium-quality and home-style products which are subject to an increasing demand.

LITTLE EFFORT –  
MAJOR EFFECT

70 % of what the guest sees of the burger is the bun. So this is the part where you can generate a great effect on the guest's side with little cost of goods sold.

## HANDMADE AND SOFT

Most burger buns on the market are soft buns with an industrial character which hardly ever meet the new requirements of handmade quality. The classic bakery roll, however, looks handmade but is too hard and too compact for authentic burger enjoyment. So there is a major gap in the market which is now being filled! #BeDifferent

CRISPY  
CRUST.  
FLUFFY  
INSIDE



## Keep it light and crunchy

Our challenge:

The perfect combination of the fluffy interior of a classic burger soft bun and the crispy crust of a bakery roll united in one-and-the-same bun. Mission completed: Here comes the optimal burger bun – fluffy inside, crisp on the outside. It has a temptingly handmade look as could have been created by your trusted baker. Unique and authentic.

PERFECT BAKERY  
CRAFTSMANSHIP –  
THE HOMESTYLE  
BURGER BUN

- CRISP ON THE OUTSIDE, SUPER FLUFFY ON THE INSIDE
- STONE BAKED WITH UNEVEN CRUST
- PRE-SLICED IN SANDWICH CUT

TOUGH GUY  
OR SOFTIE?  
BOTH!



## Homestyle Burger Bun

Rustic softie: With sourdough and potato flakes – the ideal blend of soft bun and crispy roll unites the best of both. Hand-formed charme with a light crust on the outside and soft and fluffy on the inside. Pre-sliced in sandwich cut. With the handcrafted Homestyle Bun you will perfect even the best burger!

## PREPARATION

ART. NO. 84 670 00

105 g \*36 pieces = 3.78 kg

5 INCH (12.7 CM)





## INDIVIDUALIZATION

### ALL FOR ONE

#### MAKE YOUR OWN SELECTION!

Bun, patty, sauce, and toppings form one unit with a burger. These ingredients are really strong when combined with each other. The unlimited potential for ever new creations for you as a restaurateur lies in the combination of such ingredients.

#### THE APPROPRIATE DISTINCTION IN THE MARKET

Respond to the increasing expectations of your guests with a more distinctive individualization. The burger is virtually predestined to meet individual customer wishes – again and again. The plentitude of burger ingredients and lots of suggestions will allow you to differentiate efficiently.

#BeDifferent

# 4.5 MILLION OPTIONS



## BE DIFFERENT – BE INDIVIDUAL

### 3 TIMES MORE POSSIBILITIES FOR INDIVIDUALIZATION SINCE 2015!

Our portfolio of market-relevant patties, buns, sauces, toppings, and inspirations provide you with a playground of 4.5 million combinations – all from one source and for your individual burger creations. Differentiation can be as colourful and exciting as this! **#BeDifferent!**

### ANOTHER NEW OPTION



#### Chili Cheese Burger Sauce

Burger's best buddy: The classic item in the burger scene with an irresistible cheese flavour and a spicy hot note. The simplest and most delicious way to give your burger the authentic cheese taste. Can be used in a dispenser.

ART. NO. 85 076 00

6 × 2.0 l (2.056 kg) = 12 l (12.336 kg)



# #BE DIF FER ENT



## OVERVIEW OF NOVELTIES



			NUMBER PER PACK			ALLERGENS*			PREPARATION										COMES FROM
NEW Product name	Product code	Unit	Cases per pallet	Layers per pallet	Cases per layer	Gluten	Lactose	Mis-cella-neous											
1. Prime Cut Burger	85 073 00	200 g × 25 pcs = 5.00 kg 4 – 4.5 Inch Bun	120	10	12					•	☉	•							
2. Two Soul Burger	85 080 00	180 g × 24 pcs = 4.32 kg 4 – 4.5 Inch Bun	120	10	12					•	☉	•							
3. Buffalo Chik'n® Burger	85 074 00	4 × 1.50 kg = 6.00 kg (1.50 kg = 10 – 12 pcs à approx. 135 g) 4.5 – 5 Inch Bun	72	9	8	+	+		•	•				•	☉				
4. Mediterranean Veggie Burger	85 075 00	4 × 1.25 kg = 5.00 kg (1.25 kg = 10 pcs à approx. 125 g) 3.5 – 4 Inch Bun	108	9	12	+			☉		•		•	•					
5. Homestyle Burger Bun	84 670 00	105 g × 36 pcs = 3,78 kg 5 Inch (12,7 cm)	32	8	4	+	+		☉		•					•			
6. Chili Cheese Burger Sauce	85 076 00	6 × 2.0 l (2.056 kg) = 12 l (12.336 kg)	50	5	10		+	eggs											
7. Ranch Master® Hamburger Halal	81 225 00	180 g × 25 pcs = 4.50 kg 5 Inch Bun	120	10	12			mus-tard		•	☉	•							

\* + = contains glutenous cereal/milk (incl. lactose)

☉ = recommended preparation

= Beef

= Poultry

= Vegan

= Vegetarian

= Combi steam oven/oven

= Pan

= Griddle plate / grill

= Impinger

= Microwave

= Merrychef

= Fryer

= Defrost

## FIND MORE ADDITIONAL BURGERS IN OUR CATALOGUE.

[www.salomon-foodworld.com/catalogue-en.html](http://www.salomon-foodworld.com/catalogue-en.html)

YOUR PERSONAL COPY

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#BeDifferent

**SALOMON**  
FoodWorld

Impulses. Success. Emotions.

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