

## **Burgers with soul and personality**

**A burger is just a burger? Not any longer! Guests want refreshing novelty and diversity, with top quality standards. SALOMON FoodWorld® fulfils these wishes with Europe's largest burger range – now expanded to include many fancy new creations!**

### Grossostheim-Ringheim.

Despite being over 100 years old, the burger constantly manages to reinvent itself. And with the recent better-burger movement, it is really going places: premium-quality meat, select ingredients and new gastro concepts have made the burger the new favourite for foodies, connoisseurs and those in the know. This upward trend can be seen in rising sales figures too: in the first six months of 2015, sales of frozen burger patties rose by 18% (Source: GV Panel, Germany, 1st half 2015).

But only the people who are shaping the new burger world with passion and love can know the wishes and needs of the guests and customers! Having produced more than 5 billion patties in over 35 years, SALOMON FoodWorld® has sufficient experience to deservedly make such a claim for itself. Individual solutions for every gastronomic area; sustainability and workmanship; recipes with refinement – as the market leader, SALOMON FoodWorld® knows these wishes and is responding to them with the greatest variety of burgers in Europe and tasty NEW CREATIONS:

### **+ + + Hand-made look new with Irish culinary highlight**

SALOMON FoodWorld® set a new trend in 2012 by launching the first burger with the hand-made look: the Homestyle Burger soon became a best-seller and is now going to have a brother. The new **Homestyle Angus Burger** is an incomparable meat treat in home-made style! Made with 100 % certified Angus Beef from Ireland, where the cattle spend up to 300 days in the year grazing in lush meadows. With its extra tender bite and hand-made look, our newcomer is a must for all burger lovers!

### **+ + + Easy going – nothing stills hunger faster**

Snacking is THE food trend! It is perfectly adapted to our modern life and work models. Standing, moving, in the car, in the park – eating today no longer necessarily requires a table to be set. However, to-go providers have to meet great challenges: despite small premises, limited equipment and few staff, they always have to get tasty food ready quickly. The SALOMON FoodWorld® recipe for success here is **Quick & Easy Burgers!** The pre-cooked and deliciously seasoned beef burger patty not only looks but also tastes freshly cooked. The Quick & Easy Burger is now available in several sizes (60 g, 100 g and 140 g) and can be prepared lightning-fast in a combi oven or microwave. It is **now also available in new kits:** buns and patties in one box. Available in 60g or 100g with the familiar Quick & Easy Bun or with the new delicious Pretzel Bun – for greater variety.

### **+ + + SUNNY VEGGIE BURGER® goes vegan**

Naturally, SALOMON FoodWorld® also offers meat-free patties: made of crunchy, sun-ripened vegetables, the SUNNY VEGGIE BURGER® appeals not only to vegetarians. Hereafter, this meat-free hit is available with a vegan recipe. A tasty, light, health-conscious choice, with no animal-based ingredients.

### **+ + + New buns and sauces**

As a burger specialist, SALOMON FoodWorld® makes a point of making more than “only” patties. As a full-range provider, you can spice up your repertoire with interesting new buns and fancy sauces: the **Focaccia Burger Bun** brings a hint of the Mediterranean to your plate.

With its authentic Mediterranean appearance, sun-dried tomatoes in the dough and the refinement of Italian olive oil, sea salt and rosemary, it also appeals to connoisseurs. The new **Brioche Burger Bun** is a surprising eye-catcher! Its particularly glossy surface already suggests the slightly sweet vanilla and butter notes – as in the French original – and provides the stimulus for extraordinary recipe creations.

**The Real Burger Sauce** has its name for a reason! In fact, no snack should be served without it. With its finely spicy taste and the many gherkin pieces, this fruity, creamy sauce gives burgers and Co. the final savoury kick.

**SALOMON FoodWorld® – The Soul of your burger**

“Do you know the fine distinction between burgers and hamburgers?” Precisely this small but subtle detail is explained by Jochen Kramer, Marketing Manager at SALOMON FoodWorld®: “In Germany, hamburgers may only be made of beef and may otherwise contain salt and seasoning at the most. Nothing else! For us, it goes without saying that the principles of the German Food Code for meat and meat products must be adhered to. We love and live (ham)burgers! With more than 100 patty versions, we offer the greatest variety of burgers in Europe and are proud that 4 out of 5 restaurateurs place their trust in SALOMON FoodWorld® burger patties. And yet, we offer more than patties: three different burger buns, countless toppings and six refined sauces – that all adds up to 1.5 million possible burger combinations with our patties! Such a unique variety of burgers can only be found at SALOMON FoodWorld®.”

