

NEW CONCEPTS

FROM COUNTRY CHOICE

JULY 2009 • NEW QUARTER POUNDER BURGER CONCEPT



Bacon Cheeseburger

New Quarter Pounder Burger Concept

The fast-food market is seeing continual steady growth, burgers are forefront in sales within this market and during the past two years they have increased by over 5%, resulting in a total worth of £2,547m* Country Choice are launching a new Quarter Pounder burger to help you gain a share of this growing market.

The NEW quarter pounder burger range comprises our standard quarter pounder Beefburger, Bacon & Cheeseburger, Cheeseburger and Double Cheeseburger, we also offer various POS to aid you in selling the new burger.

For customers already selling the breakfast bap this new concept is a perfect accompaniment to your range, extending your current food offering through into lunch

and evening, you can expand the purchase even further by offering seasoned spiral fries. Utilise all your current Breakfast bap ingredients and packaging allowing minimum wastage, the Beefburger is low on preparation requiring only 10 minutes baking time.

The new quarter pounder burgers have a recommended retail price of £1.75 to £2.39 giving you a POR of up to 42% this new easy concept is a must have in your hot unit!

* Source: Mintel June 2009

CountryChoice
Catering for retailers



Burger



Cheeseburger



Bacon Cheeseburger



Hot Bap Wrap



Small food to go box
with Seasoned Spiral Fries

Quarter pounder burgers freshly prepared in-store



Shelf Talker



Free of charge
POS available
with this
NEW concept

**Bake
& Bite**

Poster

Cooking instructions for Frozen Uncooked Burgers: Always cook from frozen: Remove the required amount from the outer case and place on a clean lined, solid baking trays allowing 1cm of space around each product. It is recommended that a four-sided tray be used to contain any liquid that may be produced during cooking. Preheat oven to 190°C and cook for 10 minutes. For best results turn product half way through cooking. A core temperature of +82°C must be achieved before the product is removed from the oven. If displaying hot this product must be transferred immediately to a pre-heated display that will maintain a core temperature of +63°C or higher. Shelf life once cooked and kept hot: 2 hours.

BURGER INGREDIENTS

	WEIGHT	CASE SIZE	LIST PRICE	UNIT PRICE
F60816 White Floured Baps (Pre-sliced)	85g	48	£10.55	£0.22
F3808 90% Beefburger (Interleaved)	113g	24	£16.45	£0.68
C74114 Rindless Unsmoked Back Bacon (Average 55 rashers)	2.5kg	1	Market Price*	
F4797 Pre-Fried Sliced Onions	1.5kg	1	£7.15	£4.76 Per kg
C74546 Burger Cheese Slices	-	112	£14.40	£0.12
F30081 Seasoned Twister Fries	2.5kg		Market Price*	
A3853 Tomato Ketchup Sachets	10g	200	£7.90	£0.04
A68722 Hot Bap Wrap (Breakfast/Burger)	-	500	£35.15	£0.07**
A68720 Small Food to Go Box	-	500	£35.15	£0.07**

*Nett Price **Packaging is subject to VAT

Chilled shelf life from day of delivery (in days) Thaw & Sell Vegetarian

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Part of the brakesgroup trading as Country Choice

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