

TRENDS

TO KNOW

NOVEMBER 2023

BROUGHT TO YOU BY

Schreiber.



GET THE JUICY DETAILS ON THE
JUICY LUCY BURGER

THE TREND

The Juicy Lucy burger is breaking out of its native state's borders (it originated in Minneapolis, Minnesota) and now can be found on menus across the U.S. In the past 12 months, the Juicy Lucy has grown 83% on menus (Menu Trends), and Datassential's AI-powered trend prediction tool estimates that it will grow another 63% over the next 12 months.

What sets the Juicy Lucy apart from other burgers is the cheese, which is stuffed into the burger patty itself. When customers bite into it, the melty cheese oozes out, creating a social media-worthy moment. While American cheese is typically used in a Juicy Lucy, operators can get creative and also leverage options like blue cheese, pimento cheese, or a combination of cheeses like white cheddar, American, and pepper Jack.

DAIRY REPORT

The way the cheese oozes out of the Juicy Lucy patty is truly what makes the concept a Juicy Lucy. As such, lean into cheeses that melt well and will have that signature ooze when the burger is bitten into. Consider leveraging anything from American (the classic option) to pepper Jack to Gruyere to Swiss. Cheeses often used as spreads or dips like pimento can also make for a Juicy Lucy patty filling. For a plant-based twist, operators could also feature a plant-based take on the Juicy Lucy showcasing a vegan burger patty filled with a vegan cheese.

MENU INSPIRATION

THE PB&J JUICY LUCY BURGER

5-8 Club | Minneapolis, MN (HQ)
Stuffed with creamy peanut butter and American cheese and topped with strawberry jam.

JUICY LUCY BURGER

Juicy Lucy's Burger Bar and Grill
| Asheville, NC
Stuffed with white American cheese.
Cooked only medium or less.

INSIDE-OUT JUICY LUCY BURGER

M.E.A.T. | Boca Raton, FL (HQ)
Pimento cheese- and bacon-stuffed seven-ounce burger topped with American cheese, lettuce, and tomato.

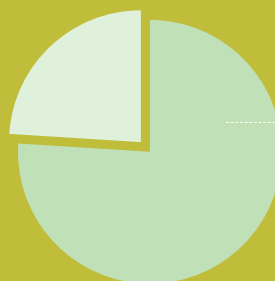
JUICY LUCY BURGER

BurgerFi | Fort Lauderdale, FL (HQ)
Two, natural, Angus beef patties sandwiching white cheddar, American, and pepper Jack cheeses and topped with sweet tomato relish and Fi sauce.

JUICY LUCY BURGER

Lucile's | Fort Worth, TX
Char-grilled burger stuffed with American cheese and diced jalapeno, topped with grilled red peppers, spicy bread and butter pickles, and Juicy Lucy sauce on a buttered, caramelized bun.

DATA FILE



76%

OF CONSUMERS
WHO HAVE TRIED
JUICY LUCY BURGERS
LOVE OR LIKE THEM

Datassential Consumer Preferences Database

TREND STAGE

ADOPTION



The Juicy Lucy burger is spreading its wings and moved from Inception to Adoption on the Menu Adoption Cycle (MAC) in recent years. Rather than just a niche regional item, it's now available at some restaurants outside of its hometown of Minneapolis. Expect the Juicy Lucy to continue to make moves on the MAC in the years to come. Datassential's AI-powered trend prediction tool estimates that the Juicy Lucy will grow 8% on menus over the next 4 years.

The Juicy Lucy burger can offer consumers a taste of a region's cuisine and offer operators a vehicle to practice safe experimentation, as burgers are a well-loved concept. Take the Juicy Lucy to new heights by experimenting with the types of cheeses used to stuff the patty – think everything from American to blue to pimento cheese.

KEY TAKEAWAY