

TRENDS

TO KNOW

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BUILD ON BURGER TRENDS



THE TREND

Fan favorite burgers can be a key vehicle for innovation, with over half of operators reporting that burgers allow their business to be creative and highlight interesting food trends (Datassential's *2024 Burger Keynote Report*). The report further notes that there's a gap between the number of consumers wanting more premium cheddar cheese options and meats like wagyu, brisket, or short rib compared to the number of operators offering them. An extra sharp or aged cheddar can pack more of a punch, for instance, and help burgers stand out. Other cheeses consumers say they want to see more on burgers include Monterey Jack and smoked cheeses. Notably, 54% of consumers say all components of a burger are equally important, but 11% say cheese specifically is the most important (*2024 Burger Keynote Report*).

DAIRY REPORT

Cheese is a quintessential burger component. According to Datassential's *2024 Burger Keynote Report*, some of the most appealing cheeses to consumers when ordering a burger include cheddar, American, Monterey Jack, Swiss, pepper Jack, and cheese sauce. Depending on the generation, certain cheeses hold more appeal than others, though. For instance, Gouda, asiago, and cheese sauce all hold higher appeal among Gen Z and Millennials. Beyond just cheese, consider capitalizing on next-level burger toppings, such as fried cheese curds, mac & cheese, and more that can take the familiar concept to new heights.

MENU INSPIRATION

ROADHOUSE 'SHROOM & SWISS BURGER

Logan's Roadhouse | Houston, TX (HQ)
Melted Swiss cheese, sautéed mushrooms, crispy onions, and parmesan peppercorn sauce.

JALAPENO POPPER BURGER

Granite City Food and Brewery
| Bloomington, MN (HQ)
Half-pound signature beef blend burger topped with cheddar cheese, house-made bacon jam, and roasted jalapeno cream cheese on a brioche bun.

DOUBLE BACON AVOCADO CRUNCH BURGER

Perkins | Memphis, TN (HQ)
Applewood smoked bacon, crispy tots, and pepper Jack cheese, drizzled with herb dressing, topped with pickled balsamic red onions and fresh avocado slides.

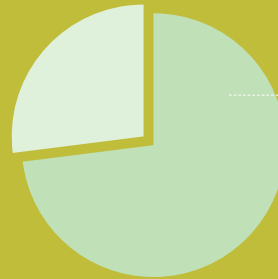
WAGYU SMASH BURGER

Mortons The Steakhouse | Chicago, IL (HQ)
Three premium wagyu beef patties layered with sliced cheddar cheese, house-made burger sauce, dill pickles, and grilled red onions on a fluffy brioche bun.

MAC 'N CHEESE BURGER

Wienerschnitzel | Newport Beach, CA (HQ)
An all-beef burger patty topped with mustard, ketchup, pickles, grilled onions, and mac & cheese.

DATA FILE



73%

OF CONSUMERS HAD
A BURGER WITHIN
THE PAST WEEK

Datassential's 2024 Burger Keynote Report

TREND STAGE

UBIQUITY



Burgers are solidly in Ubiquity on the Menu Adoption Cycle (MAC), but certain types of burgers and trend-forward components are in earlier stages of the MAC and can add interest to the Ubiquitous build. Consider, for instance, experimenting with condiment mashups (think sriracha-mayo), or regionally-inspired toppings like pimento cheese. Some burger mega trends to keep in mind that could also up the appeal of burgers include next-level cheddar (white, smoked, aged, etc.) or toppings like mac & cheese.

Look to burgers as a vehicle for practicing experimentation, as they're highly familiar and well-loved by consumers across generations.

Consider leaning into elevated takes on cheddar cheeses (think smoked, aged, etc.), or mash up burgers with other fan favorite items (think mac & cheese as a topping, for example). Also consider how sauces like cheese sauce or regional toppings like pimento cheese can add interest to burgers.

KEY TAKEAWAY