

BEEF
IT'S WHAT'S FOR DINNER.®

behold the **BURGER**

50%
of consumers
eat a burger
weekly

The most important
thing consumers
consider when
choosing a burger:

experience cheese tomato
juiciness grilled **meat** condiments
spices onion **quality** juicy
burger **fresh** hunger home craving
variety looks mushrooms full sauce
cleanliness great makes bacon taste overdone
freshness different bread **tasty**
right done patty looking natural important
service put ketchup environment dry cost hot
size grill burnt **taste** safety fat cheap
fries quick best choices
real eat taste grass tender moist filling fresh
fed please food well location greasy
patties **flavor** toppings **good** big
delicious calories eating thinking being
value seasoned properly clean pickles satisfying
look medium idk **price** **cooked** healthy
money **price** flavorful
ingredients **beef**

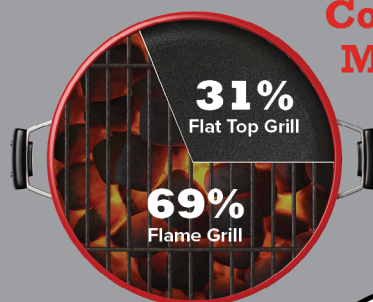


We asked diners to describe their
ideal burger and here's what they said:

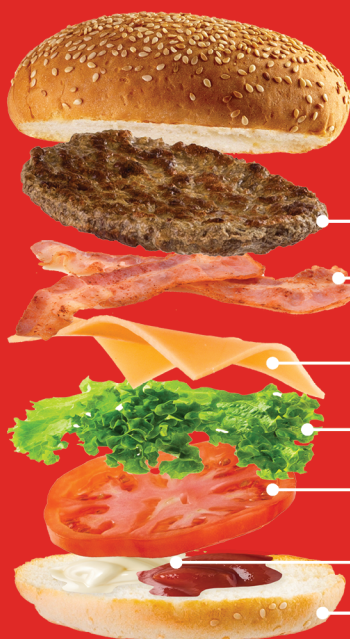
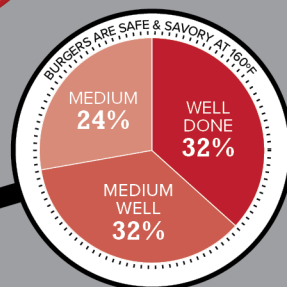
Patty Size



Cooking Method



Cook Preference



There's no one true burger that
meets everyone's ideal preferences.
BUT... the most preferred burger has:

- 4 oz Patty
- Bacon
- American Cheese
- Lettuce
- Tomato
- Mayo/Ketchup
- White Bun

Find out more at BeefItsWhatsForDinner.com

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Source: Burger Study, June 2020;
n=701; conducted by NCBA, contractor
to Beef Checkoff



Funded by Beef Farmers and Ranchers