

behold
the BURGER

50%

of consumers
**eat a burger
weekly**

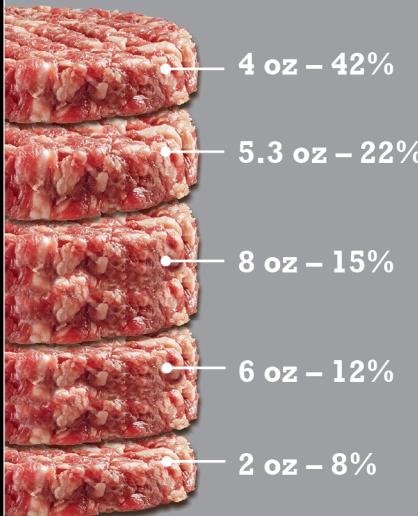
**The most important
thing consumers
consider when
choosing a burger:**

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

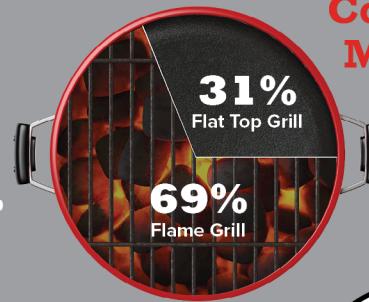


We asked diners to describe their ideal burger and here's what they said:

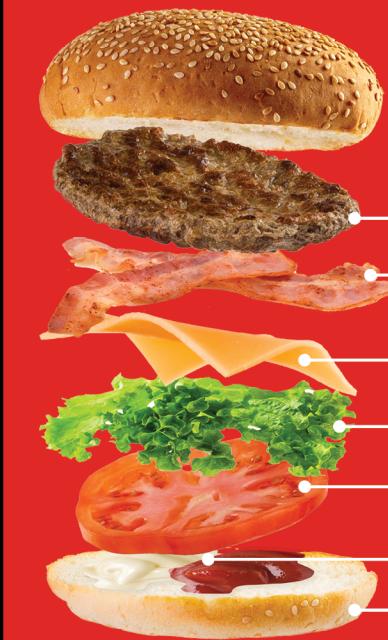
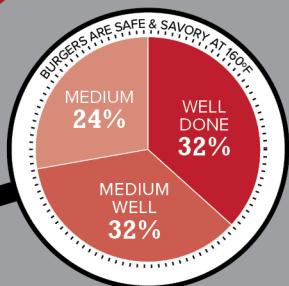
Patty Size



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