



FRESH VS. FROZEN FACEOFF

Think fresh burgers always win?
THINK AGAIN.

Cargill frozen burgers delivered
**A SENSORY EXPERIENCE
COMPARABLE TO FRESH!**

Recent sensory panel testing*
concluded that, overall, fresh or
frozen meat had little effect on
consumer acceptability.



PATTY POWER

In a recent sensory panel test, compared to fresh patties,
Cargill Frozen Tenderform Patties scored:*

8%

HIGHER IN OVERALL
ACCEPTABILITY

13%

HIGHER IN OVERALL
FLAVOR

7%

HIGHER IN OVERALL
TEXTURE



WHY FROZEN IS CHOSEN

Check out all the ways frozen beats fresh:

CONSISTENCY

Cargill frozen burgers:

- Lock in quality at the peak of freshness
- Cook up with the same premier attributes every time
- Retain their juiciness, texture and flavor

81%

4 out of 5 foodservice operators say
consistent quality is important**



TASTE

Sensory testing proves that Cargill frozen burgers deliver the same consumer experience as fresh burgers

80%

of operators say the
taste experience
is critical**



COST SAVINGS

- Zero food waste
- Longer shelf life and fewer throwaways
- Reduced kitchen labor costs
- Less market volatility and more stable pricing

EFFICIENCY

- Preformed—for consistent quality and control while cooking
- Cooked from frozen—no slacking or waiting
- Portion controlled—take only what you need
- Frees up refrigerator space—no managing “fresh” expiration dates
- Available year-round—no order shorting

SAFETY

- Rigorous E.coli testing and test-and-hold safety protocols
- Freezing helps inhibit microbial growth
- Enhanced shelf life reduces spoilage concerns

For more information and great burger ideas, go to **BurgerCravings.com** or call **1-800-373-6515** to connect with your Cargill sales representative.

Cargill Value Added Protein
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*Cargill Internal Sensory Panel of 112 consumers comparing fresh vs. frozen patties of 78:22 lean:fat ratio, August 2015, Wichita KS

**Technomic 2015 Brand Power Foodservice Study



Maverick