

# THE BURGER CO. MICROWAVE BURGER REPORT

By Butcher Girl Alison

Products tested:

Beef Burger, Chicken Burger, Bacon Burger

The heating process:

1. Remove top seal from package. Take the burger from the container and remove the filling on the parchment paper from the bun.
2. Set the bun aside to microwave later (step 5), OR toast your bun and omit step 5.
3. Place the filling on the parchment paper back into the container and microwave for 45 seconds. Remove.
4. Slide the filling off the parchment paper onto the bottom part of the bun. Discard the paper, reassemble the burger.
5. Place the burger back into the container and microwave for a further 45 seconds.
6. Remove and rest for 1 minute before eating.

Overall summary:

I was extremely impressed and surprised that I actually liked these burgers. Whilst I am not the target market, the microwave burgers I have sampled previously have been in low quality and with little taste. The Burger Co products however smelt and tasted very similar to the products offered by Burger King. They have been the first ever microwave burger that I have finished eating rather than taking a couple of bites and not wanting to finish the rest of it because of the poor quality. Generally this type of product is assumed to be made with low quality meat mixed with filler, which The Burger Co product is not.

This is a superior product that would do very well in the Chinese first and second tier cities where consumers are used to eating other burger brands from fast food outlets.

Please see the last page for further analysis.

# BEEF BURGER





# CHICKEN BURGER





# BACON BURGER



# REPORT

The Beef Burger and the Bacon Burger use the same beef patty so I am able to comment on both:

- The patty had a natural and appealing beef smell when cooking. It surprised me how similar it was to me cooking fresh burgers on the BBQ or grill. If this smell was in a convenience store such as Lawson's, FamilyMart etc, I believe it would attract other customers to purchase.
- Almost no shrinkage on the burger, and it is a standard size to begin with, so no compromising on making a small or thin burger.

For the Bacon Burger:

- The bacon used was back bacon (typical in Australia), not streaky bacon like in the US.
- It was quality bacon cut from a real piece of pork, not reconstituted bacon (where 'bacon' is made by mixing other parts together, flavour added and it made to look like bacon).

For the Chicken Burger:

- Good size patty - similar to the McDonalds chicken burger.
- High quality as it is made from a 100% chicken breast fillet (no cheap filler or using other parts to form a chicken breast shape)
- The breadcrumbs add a nice texture and crunch

For all the burgers, another notable high quality selling point was the bun. The bun felt extremely fresh as if I had bought it from a bakery that morning. It really adds to the look and taste that this burger hasn't come from a microwave, which is an outstanding achievement.

Points to consider:

- The patty wasn't always easy to separate from the bun, however this could be due to the cold chain logistics in getting them to me from WA to VIC which is different to export standards and how a retailer or consumer would receive the product. It is something I will discuss with The Burger Co to see if it was a one off experience for me, although I don't anticipate it being a difficult issue to rectify.
- These burgers are for at home microwaves, if you were looking to sell also in convenience stores where they have commercial microwaves, I would like to look at testing and creating a new process for those machines as a roll out to convenience stores would mean different cooking instructions than the ones for at home.
- First time users may take longer to heat the product, but after one cook it is easy to remember the process and how to do it, and I believe after one or two attempts, the consumer wouldn't need to closely follow the instructions any more.

# REPORT

Key: 1 = Improvement Required, 10 = Excellent

Overall quality compared to fast food outlets (such as Burger King, McDonalds)



Overall quality compared to supermarket purchases and home cooking



Quality of the meat products



Quality of the bun



Ease of heating



Convenience compared to fast food delivery

