



IT ALL ADDS UP TO BRANDING IRON



Burgers are a clear strength of any modern menu, with consistent double-digit growth, appeal across all demographics, healthy margins, and endless customization options to create signature offerings. That's why Branding Iron should be your preferred burger partner. We've been delivering great burgers for over eight decades, and have the widest product assortment to make your menu sizzle. When it comes to burgers, we deliver Strength in Numbers for you.

THE BURGERS YOU CAN COUNT ON



WHEN IT COMES TO BURGERS, NUMBERS DON'T LIE

Holten Meats, later Branding Iron, has been in business since the 1940s. That's over 80 years of burger expertise, bringing operators the best products and most valuable insights to help boost the success of burgers on the menu.

39% growth of burger sales in the past year.*

71% smash burger 1-year growth.*

561% smash burger 4-year growth.*

4.6 different burgers offered on the average menu.*

26.5% average food cost for burgers.*

23.6% total food sales come from burgers.*



No labor needed to make hand patties • Consistent portioning every time • No waste • Longer shelf life equals inventory control • Food safety • IQF process results in a burger patty that maintains freshness longer without compromising texture and moisture • Our process produces a product with optimal heat transfer, faster cooking, less shrink, and enhanced tenderness and juiciness.

5-10% more yield with Branding Iron patties

BRANDING IRON THICK N JUICY BURGER OPTIONS

36

Thick N Juicy & TNJ Smashed Burger SKUs to fit any menu application

4 TNJ Smashed options

32 Thick N Juicy options

100% Flavor & Performance!



MENU IDEATION TO "PLUS UP" YOUR MENU WITH BRANDING IRON BURGERS:



JALAPENO JACK BURGER

Branding Iron Thick N Juicy Burger Patty, clarified butter for searing, 2 slices pepper jack cheese, toasted bun, spicy mayo, shredded lettuce, pickled jalapeno slices/rounds, small tortilla strips



SMOKY PIMENTO BURGER

Branding Iron Thick N Juicy Burger Patty, clarified butter for searing, toasted bun, pimento cheese, smoked paprika mayo, dill pickle slices



LOADED PIZZA BURGER

Branding Iron Thick N Juicy Smashed Burger Patty, clarified butter for searing, 2 slices mozzarella cheese, toasted bun, marinara sauce, cupped pepperoni slices, shredded mozzarella cheese, basil leaves

FLAVOR + PERFORMANCE = THE PRODUCTS YOU CAN TRUST

Branding Iron is the partner to choose when flavor and performance matter most – delivering products, menu ideas, and insights that help you move fast, stay competitive, and seize opportunity in the heat of service. Let's look at two of our flagship burger options, Thick N Juicy Burgers and TNJ Smashed Burgers.

The logo for Thick N Juicy, featuring the words "THICK" and "JUICY" in a bold, red, sans-serif font, with "THICK" stacked above "JUICY".

Thick N Juicy Burgers

As a leading player in this category, we use next-level technology to create a portfolio of patties that work hard to withstand the journey to the table. The category meets four key performance markers that will deliver on our promise: Operator-Friendly, Greater Hold Times, Delivers Fresh, Juicier Longer.

The logo for Holten's TNJ Smashed, featuring the words "HOLTEN'S" in a small, red, sans-serif font above a large, stylized "TNJ" in red, with the word "SMASHED" in a bold, red, sans-serif font below it.

TNJ Smashed Burgers

Our Thick N Juicy legacy continues with the new TNJ Smashed Burger! Pre-formed and perfectly seasoned, these patties go straight from freezer to flat top – no thawing, no waste. Quick cook times keep kitchens moving and ticket times low. Consistent quality, size, and flavor help reduce labor and cut costly inconsistencies. The trending smashed format boosts upselling and menu profitability, and the 10-lb IQF case fits any kitchen.



FOR MORE INNOVATIVE
BRANDING IRON RECIPES JUST
SCAN THE QR CODE ABOVE!

For more information on Branding Iron
burgers, including market insights,
trending recipes, and samples, contact your
BI sales rep or broker.
1-800-851-4684 | bihfoodservice.com

The logo for Branding Iron Foods, featuring a stylized red "B" icon followed by the words "Branding Iron" in a red, sans-serif font and "FOODS" in a bold, red, sans-serif font below it.

YOUR TOTAL BURGER ASSORTMENT



ITEM#	DESCRIPTION	PIECES/ CASE	PORTION SIZE (OZ)	CASE WEIGHT
CAB & CAB Chuck Thick N Juicy				
12139	Beef Pattie CAB Chuck TNJ Seas 3-1 RD LP 15#	45	5.33	15
12169	Beef Pattie CAB Chuck TNJ Seas 6oz RD LP 15#	40	6	15
12181	Beef Pattie CAB Chuck TNJ Seas 8-1 RD BP 20#	160	2	20
12229	Beef Pattie CAB TNJ Seas 78/22 2-1 RD LP 15#	30	8	15
12239	Beef Pattie CAB TNJ Seas 78/22 3-1 RD LP 15#	45	5.33	15
12249	Beef Pattie CAB TNJ Seas 78/22 4-1 RD LP 15#	60	4	15
Blk Angus Chuck Thick N Juicy				
12522	Beef Pattie Choice BAC TNJ Seas 2-1 OV LP 15#	30	8	15
12535	Beef Pattie Choice BAC TNJ Seas 3-1 RD LP 15#	45	5.33	15
12554	Beef Pattie TNJ Choice BAC Seas 4-1 RD LP 15#	60	4	15
12562	Beef Pattie Choice BAC TNJ Seas 6oz RD LP 15#	40	6	15
12587	Beef Pattie Choice BAC TNJ Seas 2oz RD BP 15#	120	2	15
Blk Angus Thick N Juicy				
42521	Beef Pattie BA TNJ Seas 78/22 2-1 HS 4/5#	40	8	20
42531	Beef Pattie BA TNJ Seas 78/22 3-1 HS 4/5#	60	5.33	20
42541	Beef Pattie BA TNJ Seas 78/22 4-1 HS 4/5#	80	4	20
42561	Beef Pattie BA TNJ Seas 78/22 6oz HS 4/4.875#	52	6	19.5
Old Fashioned Thick N Juicy				
12092	Beef Pattie TNJ Old Fashioned Seas 80/20 2-1 HS LP 15#	30	8	15
12093	Beef Pattie TNJ Old Fashioned Seas 3-1 HS LP 15#	45	5.33	15
12094	Beef Pattie TNJ Old Fashioned Seas 4-1 HS LP 15#	60	4	15

ITEM#	DESCRIPTION	PIECES/ CASE	PORTION SIZE (OZ)	CASE WEIGHT
80/20 Thick N Juicy				
12016	Beef Pattie TNJ Seas 80/20 16oz OV LP 15#	15	16	15
12029	Beef Pattie TNJ Seas 80/20 2-1 RD LP 15#	30	8	15
12039	Beef Pattie TNJ Seas 80/20 3-1 RD LP 15#	45	5.33	15
12049	Beef Pattie TNJ Seas 80/20 4-1 RD LP 15#	60	4	15
12066	Beef Pattie TNJ Seas 80/20 6oz HS LP 15#	40	6	15
32080	Beef Pattie TNJ Slider Seas 80/20 8-1 RD LP 15#	120	2	15
75/25 Thick N Juicy				
12515	Beef Pattie TNJ Seas 75/25 10oz OV LP15#	24	10	15
12526	Beef Pattie TNJ Seas 75/25 2-1 RD 4/5#	40	8	20
12529	Beef Pattie TNJ Seas 75/25 2-1 RD LP 15#	30	8	15
12531	Beef Pattie TNJ Seas 75/25 3-1 RD 4/5#	60	5.33	20
12539	Beef Pattie TNJ Seas 75/25 3-1 RD LP 15#	45	5.33	15
12547	Beef Pattie TNJ Seas 75/25 4-1 RD 4/5#	80	4	20
12549	Beef Pattie TNJ Seas 75/25 4-1 RD LP 15#	60	4	15
12566	Beef Pattie TNJ Seas 75/25 6oz RD LP 15#	40	6	15
Smashed Thick N Juicy				
12135	Beef Pattie TNJ Smashed Seas 3-1 Natl CR 10#	30	5.33	10
12145	Beef Pattie TNJ Smashed Seas 4-1 Natl CR 10#	40	4	10
12155	Beef Pattie TNJ Smashed Seas 5-1 Natl CR 10#	50	3.2	10
12160	Beef Pattie TNJ Smashed Seas 6-1 Natl CR 10#	60	2.67	10

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