



FLAVOR & PERFORMANCE



True performance is proven on the line and at the table. Branding Iron beef is Forged in Flavor—crafted to perform exceptionally for operators, to provide bold flavor for guests, and built to last. Our products are designed with today’s foodservice operations in mind, giving you the ability to move fast, stay ahead, and grab opportunities as they arise, with the flavor and performance you need.

FLAVOR



THE FLAVOR & PERFORMANCE FOR YOUR MENU

Burgers are an important part of every operator's menu. Over 66% of operators say that burgers are a profit center for them, and 59% say that burgers are a central part of the overall menu offering. And with 73% of consumers having eaten a burger in the last week, the flavor and performance of an operator's burgers are critical to success.

What's Important to Operators?

39%

of operators say burger sales have increased in the last year.

Most important attributes for operators when it comes to burgers:

Superior flavor: **85%**

Affordable prices: **84%**

Available via primary distributor: **83%**

Great visual appearance: **82%**

Top-quality ingredients: **75%**

Long shelf life: **66%**

Brand reputation: **52%**



Attributes operators are most willing to pay more for: tied for #1-Quality of Protein **52%** and Great Taste: **52%**
Make sure you choose a high-quality burger that gives you the great flavor and performance you need.



84%

of consumers say that burgers make great takeout food. You'll definitely want patties that perform well and hold up for the customer's trip home.

Why Smash Burgers Will Win in 2026

Operational Efficiency: Smash burgers are compatible with char grills, flat tops, and impingement ovens. They eliminate measuring and portioning, cook faster, require less labor, and reduce errors and waste.

Format Flexibility: High menu penetration, smashing differentiates without alienating, and pre-smashed burgers offer labor advantages and consistency of performance.

MENU IDEATION TO TAKE ADVANTAGE OF BRANDING IRON'S FLAVOR & PERFORMANCE:



STEAKHOUSE CHEDDAR STACK BURGER

Branding Iron Thick N Juicy Burger Patty, kosher salt and freshly ground black pepper, sharp cheddar cheese, toasted brioche bun, mayo, steak sauce, bacon, red onion, tomato, lettuce



STREET CART CRUNCH SMASH

Thick N Juicy Smash Burger Patty, toasted potato roll, Monterey Jack cheese, "street sauce," finely shredded cabbage with shaved red onion, crispy fried onions, deep-fried jalapeno slices



CRISPY KATSU PORK RIBLET SANDWICH

Branding Iron St. Louis Rib Patty, panko-crusted, with salt and pepper, shredded green cabbage, Texas toast, Kewpie mayo, tonkatsu-style sauce, lemon wedge

THE BEST CHOICES FOR FLAVOR & PERFORMANCE

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 three of our primary protein options, Thick N Juicy Burgers, TNJ Smash Burgers, and the Traditional Comforts St. Louis Rib Patty.



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.



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. Proudly made in the USA.



St. Louis Rib Patty

Boneless ground pork pressed into a unique rib shape with a delicious smoky flavor. The patty features a bold, flavorful taste and is versatile for multiple menu applications.



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 FLAVOR & PERFORMANCE BRANDS



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

TRADITIONAL
Comforts[™]

ITEM#	DESCRIPTION	PIECES/ CASE	PORTION SIZE (OZ)	CASE WEIGHT
Rib Patty				
18014	Pork Pattie St. Louis Rib 4-1 LP 10#	40	4	10

PERFORMANCE

