

# 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.

## 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

### Taste

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

### 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](http://BurgerCravings.com) or call 1-800-373-6515 to connect with your Cargill sales representative.

## PATTY POWER

8%

HIGHER IN OVERALL ACCEPTABILITY

13%

HIGHER IN OVERALL FLAVOR

7%

HIGHER IN OVERALL TEXTURE

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

81%

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



80%

of operators say the taste experience is critical\*\*



Maverick®

