

KAGOME

BURGER TRENDS REPORT SUMMER 2024



IT FEELS LIKE SUMMER...

and that means grilling burgers and backyard bbq's. What flavors are consumers hungry for this summer season? How about dill pickles? These briney bites have a long history that dates back to ancient times, but they've often lingered in the long shadow of the main stars of burgers and sandwiches. Not any more, pickles are having their moment in the sun, both in retail and on menus. Foodies and Gen Zers, in particular, with their adventurous palates have the trend sweeping the country as seen on social media platforms.



We'll learn a bit around the history of hamburgers and how they got their name and look at some recent limited time offer burgers that have surveyed well with consumers. A little sneak peak, they all had cheese and **a special sauce!** There will be a tomato crop update and the latest update on the index of consumer sentiment.

TAKE A BITE OF HAMBURGER HISTORY

Why isn't there ham in hamburgers? The earliest precursor to the popular hand held meal may have been the Roman's who had a baked beef patty however, it is the name from the German city, Hamburg, a city famous for its expensive gourmet beef that is generally sited as the origin of the name. A common way to prepare the German beef was to chop it and form it into patties with seasoning, often served with bread, referring to the dish as a Hamburg Steak. Immigration from Europe to America brought along with it foods evoking the



memories of home. As all cuisine does, it evolves and changes in the country and culture it lives in. There are many that lay claim to developing the hamburger as we know it today, but a common narrative is that it is an invention associated with major events such as fairs, amusement parks and festivals. The popularity of the hamburger, developed alongside innovations of industrialization of mechanical meat shredding; increased production of beef through livestock intensification, transportation and meat preservation. These innovations not only gave more people access but it made the raw materials less expensive. The hamburger evolved and met the need of a changing socio-economic environment in the US



and continues to evolve even today. Everything from the bun to the patty to the toppings are all constantly being reimaged to suit the ever-changing tastes of the consumer. Imagine an all beef smash burger with grilled onions on a sesame seed bun with ketchup, tomato, pickles or perhaps a burger cooked by a robot, patty made from plants but bleeds with kimchi, a fried egg and gochujang aioli on a gluten free bun. We say it's a good time to be alive and hungry!



RoboBurger-Burger Chef in a Vending Format

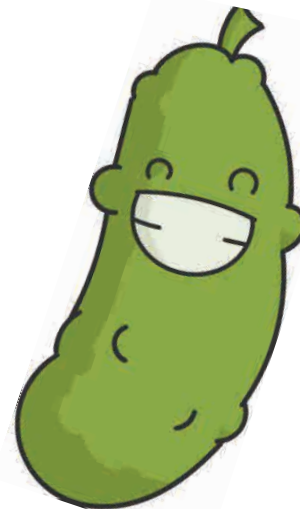
Source: Wikipedia, Mashed, Forbes

FLAVOR AND INGREDIENT TRENDS

Pickles in the Limelight, a Big Dill!

Chicken Sandwiches (14.7%) and **Specialty Burgers** (22.2%) paired with dill pickles had **double digit growth on menus in the past year.** -Technomic

From a hot pickle challenge to girl dinners, suddenly, everyone was eating pickles. **Grub Hub reports a staggering 89% increase in pickle orders in 2023.**



TWISTING TRADITION Twists on classics breathe new life into timeless favorites, keeping excitement alive with minimal risk. Reimagined authentic flavors give consumers the best of both worlds.

Kagome offers these twists on classics!



Dill Pickle
Salsa



Dill Pickle
Ranch



Dill Pickle
Crunch Seal



Dill Pickle Aioli

CLASSIC PAIRINGS WITH PICKLES



Chicago Style Hot Dog



Pickle Pizza



Cuban Sandwich



Fried Chicken Sandwich

WHAT ABOUT PICKLES MASHUPS IN RETAIL?



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EXAMPLES OF SPRING LTO BURGERS THAT SCORE WELL WITH CONSUMERS



Small hamburgers topped with American cheese, diced onions, pickles, and “**secret sauce**,”



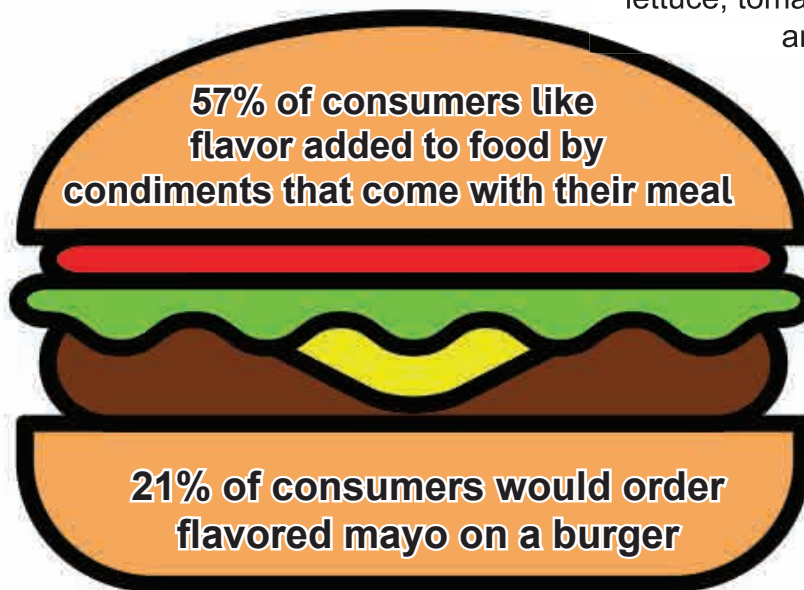
Two juicy beef patties stacked with American cheese, grilled onions, and an **herb cheese spread**.



All-beef patty infused with Applewood-smoked bacon, with three additional slices of crispy bacon, **bacon sauce**, and American cheese. On a toasted Brioche bun with lettuce, tomato, red onion, and pickles.

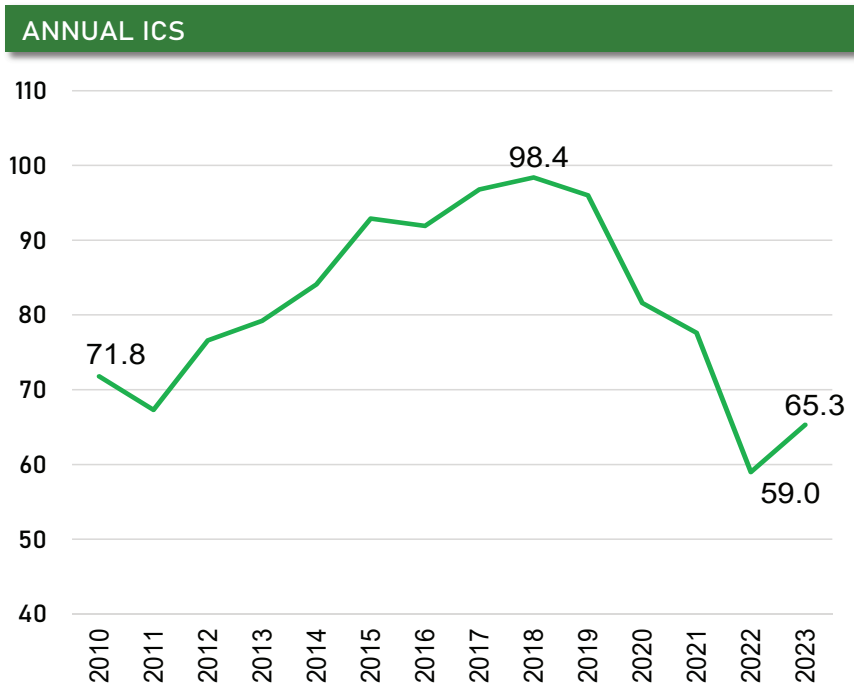


Half-pound burger with extra bacon, American cheese, lettuce, tomato, pickles, diced onion and **Thousand Island dressing** on a brioche bun.



INDEX OF CONSUMER SENTIMENT (ICS)

Consumer sentiment slips 8.1 points down from 77.20 last month and up from 59.00 one year ago. Economic pessimism grew slightly, fueled by concerns over inflation, the depletion of personal savings, and perceived weakness in the labor market. These concerns left consumers somewhat conflicted: on one hand, they continued to splurge on food and apparel, but they pared back spending in other areas.



Mar-23	62.0
Apr-23	63.7
May-23	59.0
Jun-23	64.3
Jul-23	71.5
Aug-23	69.4
Sep-23	67.9
Oct-23	63.8
Nov-23	61.3
Dec-23	69.7
Jan-24	79.0
Feb-24	76.9
Mar-24	79.4
Apr-24	77.2
May-24	69.1

The US Index of Consumer Sentiment (ICS), as provided by University of Michigan, tracks consumer sentiment in the US, based on surveys on random samples of US households. The ICS is a leading economic indicator that measures changes in the outlook for the economy. They are based on how shoppers feel about their interest and willingness to buy things in the future



WORLD PROCESSING TOMATO COUNCIL UPDATES

Despite mild interruptions due to weather, most tomato growers have managed to plant fairly close to schedule. -François-Xavier Branthôme with Tomato News

CALIFORNIA

With the weather cooperating for the most part the planting season is going well. As of today, the earlier plantings appear to be looking very good and the harvest is expected to start on time (first week of July). Since the last update, the conventional price has been agreed to by the industry at \$112.50 per short ton (115.7 euros per metric tonne) for 2024.



North America remains the main consumption region on a global scale (8 million tonnes of raw material equivalent), ahead of the Western European Union (5.9 million tonnes), in a ranking that once again confirms the emergence of regions such as the Middle East (3.9 million tonnes) and Eurasia (3.3 million tonnes), as well as their increasingly important place in the global landscape.



*Interested in creating your
next craveable sauce?*

Contacting us today at:
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