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Burger king ingredients pdf

At BURGER KING®, we've been grilling since the day we started in 1954. That's the way it is from day one. We only use real fire to give you the meat patty you deserve. Our beef empanadas are made with 100% meat without fillings, without preservatives, without additives, without nonsense. We also make our flagship product, the WHOPPER® sandwich, with 1/4 lb* of salted grilled beef. That's a meat sandwich.* Based on the weight of the pre-cooked empanada. Every time you order a WHOPPER sandwich®, we make it for you. Extra cheese, no mayonnaise, cut in half, extra hot. He's ready to order just for you, always in his own way. Because we care about freshness, every day we cut our tomatoes and onions in the restaurant. Every day in all restaurants. Let's not forget our crispy pickles and tasty mayonnaise. These two ingredients have no artificial flavors. That's what we call a delight. Check it out Jump to Recipe Print Recipe The Burger King Whopper impersonator can know even better than the Whopper you get at your local Burger King. The first Burger King opened in 1954 in Miami, Florida. In 2017, there were 50 Burger Kings franchised worldwide, a story of remarkable growth. For many people, his favorite Burger King menu is a grilled burger called The Whopper. The basic Whopper consists of only eight simple ingredients, but, as Burger King's famous slogan implies, you can have it your way (since it's changed to be your way) with different combinations and additions like American cheese, bacon, mustard, guacamole or jalapeño peppers. If your path is vegetarian, they'll even make you a vegetarian Whopper. Tenlo Your Way, Wherever You Are In 2009, Burger King presented the Whopper Bar, described by the company as a more playful variation in the standard Burger King. The Whopper Bar, described by the company as a more playful variation in the standard Burger King presented the Whopper Bar, described by the company as a more playful variation in the standard Burger King presented the Whopper Bar, described by the company as a more playful variation in the standard Burger King presented the Whopper Bar, described by the company as a more playful variation in the standard Burger King presented the Whopper Bar, described by the company as a more playful variation in the standard Burger King prepared. Whopper Bars offer many different Whopper ingredients for your basic Whopper burger: bacon, guacamole, crispy onions, BBQ sauce and more. Whopper Bars are located in shopping malls, airports, casinos and other similar areas. Enjoying a Whopper at a Whopper Bar will help you keep your frustration when your plane is delayed. The Essential Whopper Have you ever wondered what's in a Whopper? The basic Whopper consists of a juicy, flamed beef tossed with fresh tomatoes and lettuce, Whopper sauce (creamy mayonnaise), tangled ketchup, crispy pickles and sliced white onions in a soft sesame seed bun. My basic recipe Whopper will allow you to easily make a Whopper at home. Why not have a mini-Whopper-bar party in the backyard on special occasions? Think about the fun you can have when roasting outdoors. Offer your family and guests a variety of variety options to have your whopper home your way. This is the basic recipe for you to enjoy Whoppers throughout the summer. Ingredients in the Burger King Whopper 1 bowl sesame seed burger 1/4 pounds ground meat 1/16 teaspoon salt 3 slices dill pickle 1 teaspoon ketchup 3-4 pieces onion 2 slices of tomato 1/4 cup chopped iceberg lettuce 2 teaspoons mayonnaise (Whopper sauce) 1 teaspoon ketchup Do you love the King Burger? Check out these other recipes from Zesty Burger Sauce Lucky Charms Milkshake Burger King Breakfast Sandwich More Copycat Restaurant Burgers Find more favorite ground meat recipes and copycat restaurants. 1 pound ground chuck of a teaspoon of salt1/4 teaspoon black pepper 4 sesame burger buns12 pickle slices 4 tablespoons ketchup4 tablespoons mayonnaise1/2 sliced white onion season ground meat with salt and pepper and form into empanadas. The butter is caged and toasted in a frying pan until lightly browned, and set aside. Heat a grill over medium-high heat. Cook the burger for two to three minutes on each side, while cooking adds a pinch of salt to the burger. Build the burger by placing the meat in the lower bun, then add 3 or 4 slices of tomato. Then Squirt a small amount of ketchup into the burger, add lettuce, and then spread the mayonnaise into the top bun, and place the top bun in the burger. Calories: 526kcal ? Carbohydrates: 27g Protein: 24g ? Fat: 34g ? Saturated Fat: 10g Cholesterol: 86mg ? Potassium: 446mg Fiber: 1g to Sugar: 7g to Vitamin A: 115 IU Vitamin C: 2.1mg Calcium: 106mg? Iron: 3.8mg Mention @CopyKatRecipes or label #CopyKatRecipes! Share294TweetYummly156 When the predecessor of the international fast food restaurant chain Burger King (BK) first opened in 1953, its menu consisted predominantly of burgers, fries, soft drinks, smoothies and desserts. After being acquired by its franchisees in Miami, Florida and renamed in 1954, BK began expanding its menu by adding the Whopper sandwich in 1957, and has since added non-beef items such as chicken, fish, and vegetarian dishes, including salads and meatless sandwiches. A breakfast menu and drinks such as ice, juices and bottled water are also available. As the company expanded both inside and outside the United States, it introduced localized versions of its products that fit regional tastes and cultural or religious beliefs. To generate BK occasionally introduces time-limited offers of special versions of its products, or brings out completely new products intended for long- or short-term sales. Not all of these products and services have been successful; in 1992, Burger King introduced a limited table service with special plates for dinner, but this concept could not generate and it was discontinued. French fries are currently halal in 1953-2005. The company introduced the first iteration of its breakfast menu, along with the company's Specialty Sandwich product line, into a 1978 menu expansion. The products were some of the first designed by a chain of fast food restaurants that were meant to capture the adult market, whose members would be willing to spend more on a higher guality product. Burger King's expanded menu was part of a plan by then-company President Donald N. Smith to reach the widesi possible demographic market to better compare with McDonald's, and to fend off the then-arrival Wendy's, which had a growing market share. The plan was successful: the company's market profits declined due to the brand's oversight at the hands of then-parents Pillsbury and his successors, Grand Metropolitan and Diageo. When the company was sold to a group led by TPG Capital in 2004, the tendency to target an expanded audience was renewed under a plan by then-CEO Brad Blum. During Blum's tenure, the company added several products featuring higher quality ingredients and other menus that again attempted to attract the palate and adult demographic. As in the past, not all of their larger offerings, they resulted in negative advertising due to nutritional concerns. With the company's purchase in 2010 by 3G Capital, the company again began another renewal of its product line by phasing out some products, introducing new ones and redesigning others, including its flagship Whopper. Like its menu, the team with which the company cooks its burgers has also evolved as the company grew. Burgers have always been mechanically roasted; the original unit, called Insta-Broiler, was one of two pieces of equipment that Insta-Burger King's founders bought before opening their new restaurant. The Insta-Broiler worked cooking 12 burgers in a wire basket, allowing the empanadas to be cooked from both sides simultaneously. With the acquisition of the chain by its Miami franchisees came an intractionary burners that cooked the meat in a moving chain. The unit broke down less frequently, maintaining a similar cooking format remained for the next 40 years until Burger King developed a new chicken variable speed fattening that could handle multiple items with different cooking rates and times. These new units began testing in 1999 and eventually evolved into the two models the companying these new broiler chickens was a new food retention team and a product monitoring system. concise monitoring of product guality, while offering its users a method to speed up costs by more accurately projecting sales and Starters The Whopper Sandwich, Burger King's Author's Product When the predecessor of the modern Burger King, Insta-Burger King, opened in 1953 in Jacksonville, Florida, [1] the company's menu consisted predominantly of burgers, fries, soft drinks and desserts. Insta-Burger King was acquired in 1954 by two of its franchisees, James McLamore and David Edgerton, who renamed it Burger King. Under its new ownership, the company continued to develop its main menu, cooking techniques and equipment. In 1957 McLamore and Edgerton created BK's signature item, the Whopper is a 4 oz (110 g) burger with lettuce, tomato, mayonnaise, pickle and ketchup, priced at 290. The sandwich was designed to give the customer a larger product with better value than competitors, who sold burgers with an average price of 150. [2][3] As Burger King's flagship product, the Whopper has expanded beyond the original sandwich in a line of sandwiches all made with the same ingredients. The Whopper sandwich has undergone several modifications to its recipe over the years, with a shift from a simple bun to a roll of sesame seeds in the early 1970s and a change in the size of the empanada in the mid-1980s being two of the most notable. [4] Since its inception, the Whopper has become synonymous with Burger King and has become the focus of much of its advertising. [5] The company has even named its kiosk-style restaurants Whopper Bars. [6] In 1978, Donald N. Smith was hired from McDonald's to help restructure Burger King's corporate operations to better company, as well as against the then-promising chain, Wendy's, As part of an operational review, he nicknamed Operation Phoenix, [notes 1] one of his first changes to the company's menu was to add the Burger King line of specialty sandwiches, including chicken and fish, significantly expanded the breadth of the BK menu. It was one of the first attempts by a major fast food chain to target a specific demographic group, in this case adults between the age of 18 and 34, whose members were presumably willing to spend more on a higher quality product. [notes 2] New products were successful and the company's sales increased by 15 percent. Although most of the line has been discontinued since then, the company's Original Chicken Sandwich is still offered in all of its global markets, and the ham and cheese sandwich is a regional offering. [8] BK Chicken Tenders the absence of chicken-based finger product similar to McDonald's Chicken McNuggets. The product had to be temporarily withdrawn due to the limited availability of chicken meat; was re-introduced about six months later. [9] Originally made with sliced chicken fillets, the product formed several years later. [10] In 1987, BK launched the Burger Bundles, a pack of six mini burger sliders, similar to White Castle was later brought back as the Burger Buddy. [11] Fish tenders were introduced to complement Chicken Tenders during an expansion of the menu in 1989. The new fish product, sold in the same bowl style as tender chickens, was an order of fish sticks with tartar sauce for dipping. The size of the portions was similar to those of tender chickens. Fish tenders were discontinued in 1990. [notes 3] A BK Original Chicken Sandwich, one of the products introduced under Operation Phoenix in 1978. The company introduced its first roast chicken sandwich. BK Broiler, in 1990. The sandwich included a dill-ranch mayonnaise and was served on a roll of oatmeal-savior. [13] In 1998, BK reformulated BK Broiler into a larger, more men-oriented sandwich: a larger chicken empanada with mayonnaise served in a Whopper and added a smaller Chicken Whopper Jr. sandwich[14][15] The company replaced the Chicken Whopper line with another line of roasted sandwiches in 2003, the BK Baguette line. The chicken sandwich, served on a freshly cooked baguette roll, and came in various varieties, all of which were low in fat. They were sold in the United States at one point, but are now sold only on the European market. [16] Baguette's Fallida line was replaced in North America with the current iteration of grilled chicken, the TenderGrill sandwich. [17] Although Wendy's was the first to have a value menu in 1989, Burger King decided to offer its own value menu in 1998. [19] This menu featured seven products: the Whopper Jr., a five-piece Chicken Tenders, a bacon cheeseburger, medium-sized fries, medium soda, medium onion rings and a small smoothie, all priced at 990 (USD). In 2002 and 2006, BK renewed its value menu by adding and removing various products such as chili and Rodeo cheeseburger, [20] Many of these items, such as chili, tacos, sourdough burger (a product similar to Whopper Jr., but with sourdough bread), and Chicken Tender sandwiches have been discontinued, modified or relegated to regional menu options. [21] to the practice of aiming for adult demographics as it had done in 1978, BK introduced several new products to its menu in 2003. New products included new or renovated chicken sandwiches, a new line of salads and its BK Joe coffee brand. [22] The first of these articles was the Chicken breast on a corn roll. The sandwich was part of then-CEO Greg Brenneman's plans to reinforce the company's revived Have it your way advertising program, which was designed to attract younger people to their stores. [23] Some items, including the Enormous Omelet Sandwich line and the BK Stacker line, came to negative attention due to the large size of the serve, the amounts of unhealthy fats and the presence of trans fats. [26] At the time, many of the products featured higher quality ingredients such as whole chicken breast, Angus beef, Cheddar cheese and pepper jack cheese. [28] Not all new products introduced under Blum's mandate met corporate sales expectations, Baguette Chicken sandwiches being an example. [29] Other products, such as Burger King's line of indulgent burgers originally called Angus Burger, [30] have undergone multiple reformulations. The Angus Steak burger was originally based around a 5 oz (140 g) frozen empanada; despite the company's high expectations, the sandwich went wrong. [31] After a reformulant program, it was re-released in 2008 as the 5-ounce (140 g) Angus Steakhouse burger. [32] With the introduction of a new multifunction broiler chicken capable of cooking a more diverse set of products, Burger king replaced the Angus Steakhouse XT burger in 2009. [notes 4] In 2011, the company stopped selling the product in the North American market, replacing it with Chef's Choice Burger. Chef's Choice Burger was eliminated in 2012. 2014 saw the introduction of the A.1. Definitive cheeseburger in North America. The Burger Bundles returned in 2011 with beef and chicken options. [11] Ancillaries A pack of Burger King hot onion sauce During 1997, BK renewed its fries in North America. The improved fries were coated with a layer of potato-based starch, giving the fries a crunchy shell that kept their texture for longer. The company introduced them to a series of advertisements claiming that new fries tasted better than McDonald's fries in consumer taste comparisons. Other announcements included Mr. Potato Head in a series of advertisements for demographics. [33] The fries were in research and development for more than two years and had already been available in several markets when the advertising campaign began. [34] In Europe, BK sells potato wedges, a type of french fry with a thick, wedge-shaped cut. In 1991, the company introduced Twister fries, spirally cut fries with a spicy coating, as part of a promotional push. Part of the product's appeal was that they were served on a paper cup compared to normal frying cardboard. the it was designed as a short-term promotion that would be reintroduced periodically. [35] In 2002, Burger King offered Shake 'em up Fries, which included a bag of fries and then shake the bag until the fries were coated. [37] Beyond chips, the company has introduced several other secondary products throughout its existence. Onion rings have been part of the menu for most of BK's history. Originally made from whole sliced onions, they were reformulated into a product made up of onion paste in 2001 as part of a menu renovation. [38] In the same 2001 menu renewal, the company added a specific immersion sauce for onion rings, and reemphasized it during its introduction to the BK value menu of 990 in 2002. [39] As part of its introduction to the BK Cravers value menu in 2005, the companied by a portion of rancher dressing as part of its national menu. The same menu added mozzarella sticks with one side of marinara sauce: mozzarella sticks have been relegated to a regional menu item in the United States, but are sold on the national menu in Canada. [41] Breakfast Sandwiches One of Smith's significant contributions to the menu was the addition of a line of breakfast products as part of the 1978 product line expansion. Until that time, breakfast was not a market that Burger King had served. [notes 6] Aside from the addition of Croissan'Wich in 1983, the breakfast menu removation in troduced BK's A.M Express product line, which included French roasted poles and mini-muffins, [42] The new breakfast line was designed to be portable, because studies had shown that an increasing percentage of consumers were having breakfast on the fly, [43] Shortly after the introduction of French toast products, BK teamed up with Lender's Bagels to introduce a bagel breakfast sandwich. The new product was designed to boost sales in the morning, with the customer's curiosity with a new flavor. The product was tested for several months in the original territory of BK, Miami, before a national deployment. [44] In the late 1990s, BK co-styled several of its breakfast products with former parent company Pillsbury; Pillsbury produced a product of freshly baked cookies for the chain in 1996 and miniature cinnamon rolls called Cini-Minis in 1998. As part of the cachet integrated into the produce is cooked fresh in the restaurant every morning. [47] With the effects of the late 2000s recession reducing breakfast traffic to stores, Burger King announced that he was making the first wholesale changes to his breakfast line in many years. [48] In early 2010, Burger King tested a new group of products under its new BK Brunch product line; a sandwich of reintroduced English muffins, a sandwich with ciabatta bread, a couple of breakfast bowls and a nonalcoholic mimosa. [49] In September, a slightly modified variation of the menu was taken as a national during one of the largest menu expansion was a

major ad campaign that encouraged people to change their minds about skipping breakfast at a time of high unemployment. [50] 3G Capital has continued to expand the breakfast program with the introduction of Quaker Oats Company oatmeal to its menu in late 2011. Oatmeal has proven to be a popular addition to breakfast menus throughout the industry due to its low cost, ease of preparation and perception as a healthy and comprehensive option. Analysts from industry analytics firm Technomic stated that it was a good move for Burger King to add a winning product to its menu, but that it should have tried to be more creative by adding other similar products like grains. [51] Regionalization A now-closed Kosher Burger King restaurant located in Jerusalem. The company left the country in 2010. As the company left the country in 2010. As the company expanded both inside and outside the United States, it introduced localized versions of its products that fit regional tastes and cultural or religious beliefs. In countries with predominantly Islamic populations, such as Saudi Arabia, pork is not served due to Muslim dietary laws. In Muslim countries, meat is slaughtered using the halal method and labeled as such. [53] Similar adaptations also occurred in Israel, where kosher dietary laws prohibit the mixing of meat and dairy products. Before the company left the country in Australian franchise, offers the Australian burger with fried egg, beetroot and other Australian flavors. [57] In Asian markets, are often advertised as such. [59] One of the most regionally differentiated product lines is the company's dessert offering In the United, BK offers several desserts, including Otis Spunkmeyer chip chocolate cookies, apple pie slices, Sundae cake slices from Hershey (a type of chocolate cream cake), and a rotating cake as part of its dessert menu. [60] Internationally, the company sells turnovers, cakes, Cini-Minis, muffins, brownies and soft serving ice cream in cones and ice cream. In most markets where BK sells ice cream, it also sells a mixed dessert under various names. [notes 9] [62] Some of these internation; an example is cakes sold in Asian countries that are fried, rotation-style, rather than the deep dish pie style associated with cakes stuffed with American sweets. [63] While in most Southeast Asian markets such as Indonesia, Malaysia, the Philippines, Thailand and Vietnam, rice is also available as a temporary or permanent accessory on the local menu. Rice-based meals are visibly divergent among these countries, in order to adapt to the local flavor of each respective market. Burger King preparation methods cook your food in one of five ways: roast, deep fry, bake, microwaving or frying. As noted in its slogans and advertisements, BK cooks its burgers and grilled chicken on an automated grill,[64] while its other chicken, fish, side dishes and breakfast sausages are fried in vegetable oil. [65] BK prepares its biscuits, cinnamon rolls and biscuits by baking its BK Veggie burger in a convection oven and microwave. [67] Broiling See also: Burger King's Story The new fattening chicken unit developed by Burger King and Duke Manufacturing, one of two models the company deployed in the United States. Burger King's predecessor, Insta-Burger King, began deploying the original roasting device in 1952 when its owners, Matthew Burns and Kieth Kramer, acquired the rights to George Read's Inst-Shake and Insta-Broiler machines. The Insta-Broiler cooked the burgers in a wire basket between two broiler chickens, allowing the burgers to cook on both sides simultaneously. The machine was able to cook more than 400 empanadas per hour, which allowed the company to grow rapidly. When McLamore and Edgarton opened their first location at Insta-Burger King in Miami, they renovated the unit in what they called a fattening of flames, the precursor to the modern unit used by Burger King today. [68] After the acquisition of Insta-Burger King in 1954, the couple contracted the construction of broiler chickens. [notes 11] Eventually, the company moved the manufacturing contract for broiler chicken units to Nieco Automatic Broilers of Windsor, California, which manufactured all subsequent units until the early 2000s. [69] When it came time for the company to develop a broiler chicken, turned to its equipment manufacturer, Nieco, and Duke Manufacturing, based in St. Louis, Missouri. Burger King's goal was to maintain the company's flame roasting method, while allowing for more product options on a flexible cooking platform. The solutions that Nieco and Duke devised met this goal by using control functions during the The cooking methods used by the two manufacturing companies vary in their methods; Nieco employed two chains, one that maintained a single speed and cooking temperature, and another that had a flexible speed setting and variable temperature control. Duke's solution uses an oven that is cooked according to the preset parameters for time and temperature, one batch of heterogeneous product at a time. [notes 12] The first batch-style broiler chicken was introduced in April 1999 and was tested at the store in central Wisconsin during the summer of 1999. [70] A Nieco MBP94 flexible fattening chicken, another model that the company deployed in the United States. Beyond the flexibility of new broilers, the new equipment has several features aimed at reducing operating costs. A more efficient burner design in Nieco units results in a 30 percent reduction in energy consumption. Duke units produce annual savings of \$4,000 -\$5,000 in energy efficient that in many U.S. states, the company and its franchises qualify for energy efficiency rebates. [notes 13] However, and the problem arose in September 2011 when washington state health department warned Burger King of problems with Duke units. In multiple incidents in seven counties across the state, Duke units were found to have cracked heat spreaders that resulted in cooked goods. In addition, there was contamination of foreign material caused by loose insulation resulting from cracks as well as other problems. [72] Following notification, Burger King issued a statement that the company has notified franchisees and corporate-owned stores that Duke units operate orders to fix the problem immediately. Additional training was also ordered for operators. [73] Kitchen equipment A Burger King kitchen in Italy with the company's cabinets. Before the products are sold, the company pre-cooks the ingredients and holds them in a heated clamping cabinet. To ensure that product consistency is maintained and to reduce the amount of discarded products such as waste, Burger King uses a computerized monitoring system created by Integrated Control Corp, or ICC. The system, called Kitchen Minder, monitors cabinet time and temperature and notifies staff and managers when to prepare more food and dispose of older products. Initially developed from 1998 to 2000, the system is designed to work with a system of clamping that was developed by Duke. Initial test designs took a long time to program because each bay in the retention units had to be manually programmed. This meant that several minutes were required for each product, adding up to several hours to schedule up to six units with eight bays each. When BK finally deployed the system in 2001,[74] the upgraded units used a Pilot to configure the units using a custom program designed to easily configure the units via infrared or serial port. [75] A kitchen flow software system that helps centralize information about the system was implemented in 2007; combined with the new team, it helped further reduce costs for the company and its franchises by calculating projected sales and actual usage. [76] Along with the retention system, Burger King deployed newer high-speed toasters to reduce brand times; New, but faster, toasters require more maintenance, increasing overall labor costs. [77] Preparing sandwiches During high-volume sales periods, BK will pre-prepare high-demand items such as burgers and cheeseburgers; during slower periods all sandwiches are made on request. Whopper sandwiches are made on request. Whopper sandwiches are made when ordered. [79] Demographic targeting Value The Buck Double, a value menu cheeseburger introduced in 2009 to compete against McDonald's McDouble. More information: Value meal and Value theory BK targets value-oriented customers with its BK value menu. In the United States, this menu contains products that generally have a price in the range of \$1.00 to \$1.49. In non-U.S. markets, the BK value menu usually has a different name, with prices set to reflect the approximate value of a US dollar. Internationally, the company is standardizing its value menu under The King Deals banners which features items for sale at 1.00 euros in the EU and a dirham in Dubai. [80] In all markets, the value menu generally includes smaller sandwiches and starters, small side orders, small drinks and desserts. In the United States, the stock menu has a breakfast offer in the same format as the lunch/dinner value menu. [81] Kids See also: Burger King Advertising As with all major fast food vendors, BK has a menu that specifically targets children. The company introduced its children-oriented product line in North America during the summer of 1990 with an advertising program called Burger King Kid's Club. In the United States, the food is called Kids Club Meal and is positioned primarily against McDonald's popular Happy Meal. [82] The meal includes a main course, a side order, drink and a toy. The toy is usually an atonu one product with a movie or TV show. The main and secondary offers differ from market to market, as does the size of the share. In the market BK further divides its children's menu into three segments: toddler, toddler and tyinglescent. The only difference between the first two groups is the offer of prizes; the child will receive an age-appropriate toy. The toys were originally designed by Kentwood, Michigan-based Sassy Inc., and were introduced in 2000 as a supplement to the company's existing children's line. [83] Burger King changed its toy designer to Hudson, Ohio, Little Tikes in 2003. [84] The tween offering, introduced in 1999, is called Big Kids Meal. [85] Large children's meals consist of a double burger, a double cheeseburger or a six-piece serving of Tenders chicken plus a small order of fries, and a 16 fl oz (470 ml) drink from the U.S., and a toy. Other additions to the line included a six-piece piece of the company's Chicken Fries product. The introduction of Big Children's Food was not without controversy. McDonald's challenged Burger King's use of the name in a federal lawsuit claiming that McDonald's had used the name first. [86] According to the presentation, McDonald's stated that the company had used the term on a limited basis in Michigan in 1998 as part of a promotion in Detroit. [notes 14] The lawsuit was tried without merit and dismissed in a summary trial. [87] Adult BK Chicken Fries, an adult-oriented chicken finger product introduced in 2005. To attract the adult market, BK offers several sandwiches and other products made with higher quality ingredients, such as whole breast chicken fillets, Angus beef and other premium ingredients. [88] These sandwiches are usually served on a better quality roll, such as baguettes or potato rolls with corn powder. Through 2009 and 2010, the company added other high-end products such as roast ribs, grilled fish, an improved grilled chicken sandwich, kebabs, and an extra-thick burger called the Steakhouse XT. [89] Several industry publications stated that these new offerings disrupt the differentiation between fast food and casual food markets with a combination of flavor, competitors have been criticized by restaurant industry commentators as a temporary blip. Indulgent products are considered to blur the lines between fast food and casual food market segments and, although they attract newer customers looking for value, the effect can only be temporary. Muslims are allowed to eat chicken fries and other flavors of fries in the king of the burger because it is denoting or in relation to meat prepared as prescribed by Muslim law. Once the economic instability of the recession of the late 2000s fades, customers can return to such informal chains as Chili's and leave fast food chains back where they started in terms of customer numbers and profits. [90] BK targets specific subgroups within the adult market. Products BK Stacker and BK XXL are aimed at late adult males to young people; health conscious people are offered products such as salads, grilled chicken and vegetarian burgers. [92] Products such as BK Veggie, a meatless burger initially introduced by Kellogg Company's Morningstar Farms division. [94] Another sub-market in this group is parents and travelers on the move; The company's BK Chicken Fries fries, breaded chicken, are specifically aimed at this segment. [96] First introduced in 2005, the product was successful enough for Burger King to expand the marketing of fries to childhood demographics with a children's food version of the product in 2007. The food was launched with a cross-promotion in conjunction with Bobodeon's SpongeBob SquarePants. The ad series raised the american Family Association's address due to perceived concerns of nudity. [97] The Superfan See also: The particular objective of the Burger King One market that was of importance to the company was identified as the Superfan. The superfan was a demographic group that included individuals who are 18 to 49, mainly men, who visited a fast food restaurant five times a month and ate fast food 16 times a month. [98] Burger King and its competitors hope to attract this group because of the large sums of money they represent; increased sales to this group could drive an increase in global sales. [99] While superfans accounted for less than 20 percent of Burger King's customer base, they accounted for nearly 50 percent of the company's business. By focusing on this demographic, the company could increase sales more easily; it was easier to generate more repeated visits from this demographic than to convince new customers to switch from other chains. The company has used advertising with its mascot, the Burger King, in conjunction with new product launches such as its BK Wrapper product to help generate more visits from this customer segment. [100] With the slowdown in the global economy due to the 2007-2010 financial crisis, the company experienced a disadvantage of focusing so much on this demographic. High recession unemployment, along with healthier eating habits, pushed many fast food customers away from the fast casual segment or forced them to stop eating out. Analysts have stated that by focusing its marketing and advertising programs on men, BK aliened women and children. Morgan Stanley analyst John Glass said: Maybe serving the superfiant was the right strategy to get the business going, but maybe they trusted that for too long. [101] To help counteract the perceived male bias of its target superfan group, the company expanded the definition in early 2010 to cover individuals of both sexes, all ages and who frequent fast food within the prescribed timeframe. Throughout 2010, the company added new meals combined with Positive Steps calories that were advertised in women-oriented media, as well as a continuous cross-promotional link with the film Twilight aimed at women 17] The new management team at 3G Capital removed the focus on the superfan after its acquisition of the company in 2010, focusing on a broader demographic base that includes women and more health-conscious clients. [51] Nutrition See also: Burger King Legal Issues - Nutrition One of the company's first forays into healthier products was in 1983 with the introduction of its salad bar. The salad bar was light to moderately successful, but the company's franchise holders complained about high operating costs and poor return on investment. [102] Part of the product, a pita salad, was quickly launched from the salad bar, as were plans to use the bar unit to increase breakfast sales. [103] In 1987 the company increased its salad bar, as were plans to use the bar unit to increase breakfast sales. [103] In 1980 the company increased its salad bar, as were plans to use the bar unit to increase breakfast sales. BK introduced a new line of salads accompanied by a licensing agreement with Paul Newman's Newman's Own, Inc., whose salad dressings accompany the products. [106] Burger King renewed its salad line again in 2004, with the introduction of its Fire Grilled Salad products. [107] Burger King tried to differentiate this line of salads by packaging the ingredients of hot meat, a selection of grilled shrimp or roast chicken, separately from the cold salad; this added the appearance of an additional layer of freshness. [108] At one point in the United States, salads are pre-made off trays. They are sold with two ingredients and Ken's Foods Ken's Steakhouse salad dressing. Internationally, salads vary in composition and style from market to market. In all markets, salads are one of the items aimed at women and health conscious consumers. In some parts of Europe, salads are sold under the King Delight or LA Range banner. [110] Burger King Kids' Club's new healthiest meal includes macaroni and Kraft cheese, apples and chocolate milk. In response to recent obesity trends in the United States and other nations, Burger King modified its menu, such as salads, the company has updated its nutritional guidelines to include dietary guidelines and other nutritional data. One of his reactions to concerns about trans fats was to start a program in January 2008 to gradually remove the added trans fats. [111] The show ended 2009 with a complete change to new oils. Most, but not all, of the products do not contain added trans fats; some products, such as beef used in burgers, still contain naturally sourced trans fats. [112] Addressing concerns about the rise of childhood obesity in Western nations and accusations of unhealthy offerings to children by groups such as the Center for Science in Public Interest, [113] the company created a nutritional program called BK Positive Steps that is aimed at children and their families. [114] The program began with the introduction of products such as roast chicken, Kraft Macaroni and Cheese, and apple fries, which are French-cut apples served in a frying box that are presented in a new low-fat kid's Club meal. [116] According to a statement from Burger King, The Kid's Club's new meals contain no more than 560 calories per meal, less than 30 percent of fat calories, less than 10 percent of saturated fat calories, no added trans fats, and no more than 10 percent of the calories in added sugars. [118] In May 2009, additional changes were announced to his menu, including reducing sodium levels in his Chicken Tenders product by approximately 33 percent; a shift to non-fatty dairy products in the U.S.; and adding calcium-fortified apple juice to your beverage line. [119] The roast Chicken Tenders product is only sold on the UK/Ireland market. child's meals in this region. [notes 20] The spicy bean burger is a vegetarian sandwich sold at Burger King's European locations. The company has adapted its menu to suit different dietary lifestyles by adding several vegetarian options, including salads, the BK Veggie sandwich, and its fried spicy bean burger sold at Burger King's international locations. [120] Most of these products do not qualify as vegan due to the presence of eggs or dairy products; [notes 22] an example is BK Veggie, which is approved by the British Vegetarian Society. Society guidelines do not require your approved products to be vegan, and allow ovo-lacto-vegetarian ingredients. [121] The Vegetarian Burger is widely sold in other countries, sometimes under different names (for example, it is called a Field Burger in Germany). [notes 23] Burger King added low-carb variants of several of its products in 2004 that are in line with low-carb diets such as the Atkins diet and the South Beach diet. [122] Low-carb preparation involves removing bread and serving the product in a bowl with cutlery. [123] In January 2010, BK began publishing a list of which of its gluten-containing products and added menu options designed to help those affected by coeliac disease as part of its Positive Steps nutrition program. A representative of the company stated that he understands that his guests have dietary needs and as part of its Promise Have It Your Way, Burger King offers menu items for individuals with gluten sensitivity. [125] BK foods are prepared with several known food allergens, including wheat, milk, soybeans and eggs. [notes 24] Products An in-store ad for Burger King's Burgers for breakfast The range of products sold usually depends on the time of day. Traditionally, during breakfast, lunches, such as burgers for Breakfast program. [126] While for several years the company dictated hours to its franchisees in the United States, that changed with the sale of the company in 2010. The new owners relaxed the mandatory schedule so that the shops were open from 6am to midnight on Sundays; franchisees were encouraged to remain open later or for 24 hours in markets that could support the business. [128] The packaging of Burger King's product has undergone many changes over the years. Unlike McDonald's, the company never used the shell-style box made of polystyrene foam, so when environmental concerns about Styrofoam came to an end in the late 1980s, the company touted its use of cardboard boxes for its sandwiches. [130] When McDonald's moved to remove his Styrofoam packaging, Burger King posted several sarcastic word advertisements in national newspapers saying he had always wrapped his sandwiches on waxed paper; welcomed McDonald's to the club. [notes 25] To reduce the amount of paper the company used, the cardboard box was mostly removed in 1991; was replaced by waxed paper. [notes 26] Cardboard boxes are still used for your finger food products like tender chicken and chips, French toast, and desserts. [131] In 2004, the company pledged to redesign its entire packaging line that matched the packaging to its irreverent advertising campaign created by Crispin Porter + Bogusky. The packaging of each product included a tongue-in-cheek commentary on the product itself. Alex Bogusky, partner and chief executive of CP+B, stated that BK decided to create a dialogue with the consumer using the large areas of white space found in its packaging at the time. All of its sandwich wrappers, cardboard boxes, tray coatings, bags, breakfast trays, chilli cups, condiments and regional product packaging received what was described as a quirky advertising copy specifically aimed at the male demographic segment of 18 to 34 years. In addition to the humorous commentary, the company also created sniglet-like names for things that appeared on its products, such as a ringer, a single onion ring that had been accidentally included in an order of fries. [133] FryPod and BK Chicken Fries products, two examples of Burger King packaging designed to fit a cup holder. From the introduction of its BK Chicken Fries product in 2005, BK began adapting some of its product packaging so that it could be placed in an auto cup holder. The square-shaped BK Chicken Fry box will sit comfortably on the cup holder and its top, when opened, forms a small tray tray it is designed to contain the immersion sauce. Burger King attributes the design of this box to help make its chicken fries the most popular adult-oriented chicken product in the United States. [134] Since then it has added a container of marked and patented round French fry called the FryPod, which is a paper cup made of 50 percent recycled materials that is designed to fit on an automotive cup holder. [135] The package design earned an honorable mention in a packaging industry design competition. [136] BK's king-sized and large beverage containers are made of HDPE plastic molded with a funnel-shaped bottom that allows large cups to fit the cup holders. Union Packaging, a Philadelphia-based, minority-owned paper products company, has supplied much of the packaging for Burger King's North American operations since it won its first contract in 2000. The original \$15 million contract was for clamshell cardboard containers and covered 1,250 BK locations in the United States. [notes 27] Union was instrumental in the development of the FryPod box, and its efforts earned the company a Burger King Supplier of the Year award in 2007. [137] Over time, the company reformulates several products in an attempt to increase product sales or to improve the taste, appearance or physical consistency of the product. An example of this is BK Big Fish, the company's fish sandwich offering in North America. Burger King's original fish sandwich, introduced as early as the late 1960s in some markets, was called the Whaler; it was a smaller fish sandwich made with tartar sauce and lettuce served on the small roll of BK sesame seeds used for their burgers. When Burger King introduced his roast chicken sandwich in 1990, BK Broiler changed the fish sandwich bread to a panko style, began serving it on an oat roll that was used for the roast chicken sandwich, and renamed the product the Ocean Capture as the BK Big Fish in its current configuration. [139] The sandwich was briefly reformulated after the phasing out of Baguette sandwiches, and was reintroduced as Big Fish in 2005. [140] One of the company's largest product reformulations occurred in March 2011. The company as more widely appealing to the palate of its customers with the statement published by the company. The Nation's Restaurant News analyst John Barone said the change may also be due to an industry-wide shift to chicken-based product as a result of rising commodity prices, forcing restaurants to turn to chicken-based deals the high prices of pork and beef that occurred during the previous year. He added that the costs of chicken breasts had been low or flat during the same period, so it was a more attractive option for businesses. The new product boost was accompanied by a product linked to the film Hop aimed at the youth market, an adult-oriented advertising campaign that drives comfort and product customization and coupon mail nationwide in the United States. Online advertising was emphasized with the launch of a Facebook gaming app that called the Tender 8. [141] Limited time offers The Windows 7 Whopper, A Whopper Sandwich with Seven Empanadas which was an LTO product tied with Microsoft in Japan for the introduction of Windows 7. To generate additional sales, BK will occasionally introduce limited-time offers (LTO) that are versions of its core products intended for long- or short-term sales. Many of these LTO products focus on menu staples, such as Whopper, which has featured variations such as Texas Double Whopper with added jalapeños, bacon and pepperjack cheese. Other LTOs include brand new sandwiches such as the Chick'n Crisp sandwich (now a permanent item in many regions) and test products like the company's Great American Burger, which was an attempt at a premium sandwich in 2003. It was made with a Whopper empanada and several new ingredients, including a bakery-style bun; bacon with pepper; whole leaf, unlike crumbling, lettuce; seasoned mustard; and a special sauce. The burger was served with American cheese, mayonnaise, tomato and onion. [142] A similar burger was tested in Wisconsin in 1999. That great American burger featured a single 8 oz (230 g) burger and different ingredients. It was designed to be cooked in a precursor to the current batch grill. [notes 28] Other LTO products sought to expand existing product lines with new basic ingredients. The company's 1992 offer, a Meatloaf specialty sandwich, was introduced as part of a push to limited table service. [144] Other variants of LTO in its Specialty Sandwich line included an Italian sausage sandwich served in three ways: with onions and peppers; parmigiana with mozzarella cheese and marinara sauce; or with all four ingredients. Steak sandwiches were made with steaks or later, restructured meat. Other offerings included a ham and cheese sandwich with mayonnaise, lettuce and tomato, and a parmigiana beef sandwich. [145] Trends The company is not above trending within fast food and fast casual industry; two examples of this can be in some of its previous products. The company's first wrapping product, called BK Wrapper, was introduced in North America as a breakfast option in April 2008, with a lunch/dinner version offered in September 2008. [146] These products were in response to industry trends that began in 2007 with respect to smaller foods. [148] Originally a limited-time offer, [notes 29] the lunch/dinner version offered in September 2008. [147] and the trends that began in 2007 with respect to smaller foods. this product was sold as a regional item until the end of 2009, when they were eliminated due to weakening sales. The introduction in 2009 of BK Burger Shots, Burger Shot In the United States are based on Burger Bundles/Burger Buddies products from the 1980s, which were originally inspired by similar products In 2007, Burger King began licensing its logo and items to third-party companies for non-Burger King products. A licensed product company, Broad Street Licensing Group, and its manufacturing partner, the Inventure Group, introduced the first products in the fall of that year: two-flavored fries, grilled burgers, and ketchup fries. Inventure added a third flavor, onion rings, in 2008. [152] A second licensed product, BK Fresh Apple Fries, aimed at children, was licensed for sale in supermarkets in 2009 to Cruch Pak. [153] The company stated that while products are important for providing brand identity, they will not concentrate their resources on them, and will be investing license fees in the company's marketing fund. Industry experts have criticized the company for this scheme, with Rob Frankel, author of The Revenge of Brand X, stating only why you can do something doesn't mean you should. [notes 31] License agreements have proven successful. Broad Street has expanded the product line to seventeen countries around the world, while increasing the selection to more than half a dozen products designed to mimic the flavors of some of Burger King's main menu products. The success of the product line and licensing agreements won companies an award for License of the Year nomination from the Licensing Industry Merchandisers Association. [154] ConAgra Foods signed a licensing agreement with Burger King in 2009 for a new line of microwavable French frying products. The new products are King Kolossalz, an extra large packet of fries; and King Wedgez, seasoned potato wedges. The products were to be released in September 2009. The packaging is designed to look like BK's FryPod fryPod container. [155] Failed Products A cross-section of a Big King sandwich sold by Burger King has introduced several new products that did not meet corporate expectations; another previous failure was the bull-eyed barbecue burger. The sandwich consisted of two burgers side by side, American cheese, and bacon, with Barbecue brand Bull's-eye Barbecue. The sandwich was served on the same 7-in (18 cm) roll as the special sandwiches. It was later sold as a traditionalstyle double cheeseburger. [156] In 1992, during his time under the ownership of Grand Metropolitan based in Britain, Burger King experimented with table service. [157] After 4 p.m., customers placed their order at the counter, and their order would be taken to them at their table. Customers were given free popcorn to eat while they waited for their food. To coincide with the offering, a series of meals called dinner baskets were introduced. Dinner Basket and Shrimp Dinner Basket. In the New England region of the United States, BK sold a basket of fried clams. Dinner was with two sides, including a selection of an accompanying salad, cabbage salad, fries or baked potatoes. Lasting approximately one year, the concept of a seated restaurant was abandoned in 1994 in favor of the original fast-service formula. [158] Another failed product, this time under the successor to Grand Metropolitan Diageo, was the BK Back Porch Grillers burger line featuring a spiced, flavored empanada served on a bakery-style roll. There were two varieties: the Regular served with mayonnaise, whole-leaf iceberg lettuce, tomato and roasted onion, and Cheddar bacon, with bacon and smoked cheddar cheese. There was an LTO variety, griller Black Stack, made with Black Strap Barbecue sauce (a strong sauce flavored with melasses), Swiss cheese, bacon and onion, to promote Men in Black II. The Griller empanada was flavored so it tasted similar to a burger that had been roasted on a charcoal grill. [159] One of his international failures was the BK Crown Jewels sandwich line, originally sold in New Zealand. These larger, adult-oriented sandwiches were made with fried and grilled chicken or a Whopper empanada and a variety of ingredients included a mango lime sauce, avocado, aioli, a Cajun spiced sauce, and flavor. Originally successful, sandwiches pigued the interest of Burger King's corporate offices and were being considered for possible global implementation. However, interest in the product faded and discontinued. [160] Introduced as a direct challenge to his rival McDonald's, big king was Burger King's response to the Big Mac and had a similar style and taste. [notes 32] The sandwich was originally introduced in 1993 under the name Double Supreme during its testing stage. The name was to Big King when it was introduced nationally in 1997, and again to the Supreme King when it was re-introduced in 2002. [161] The sandwich was discontinued in the North American market in the mid-2000s. In November 2013, Burger King brought the Big King back to the North American market as a permanent menu item. The Big King sandwich recipe is exactly the same as the original 1990s recipe, which includes a three-piece roll. [162] The Big King sandwich is also sold in many of the company's international markets in various forms. [notes 33] [notes 34] Suppliers and purchasing guidelines for meat An example of a battery cage with several chickens being maintained. Like many of its competitors, BK has been targeted by several animals it uses in the manufacture of its ingredients. In a concession to these groups, BK agreed to adopt a number of policies for its suppliers for several of its raw animal products. The company has established a preference for the purchase of eqgs and pork-based products from suppliers using cage-free production methods. [163] 2001 Guidelines As part of its 2001 guidelines, Burger King stated that it would begin conducting announced and unannounced inspections of slaughterhouses for all its meat suppliers and take action against facilities that would not carry out such inspections. It would require its suppliers to confine no more than five hens in each battery cage, that the birds may be fully upright, and require the presence of two water drinkers per cage. It would stop buying from suppliers engaged in forced hen moulting, develop audit procedures for broiler chicken management, and institute human handling procedures for broiler chickens in slaughterhouses. I'd start buying pork on farms that don't limit bristles to stalls. [164] Under the terms of its agreement with the groups, the company filed a petition in 2002 with the Food and Drug Administration requesting the U.S. Department of Agriculture (USDA) to intensify the implementation of the Human Killing Act of 1958. The USDA agreed with the request, stating that it is granting its request and is developing a proposed standard addressing the issue of human management. The USDA did not indicate when it intended to publish the proposal in the Federal Register and request public comment, which would be the first step before the agency drafted a final rule. [notes 35] 2008 Guidelines The company its purchasing guidelines in 2008. It announced that it would expand its guidelines for the purchase of pork by requiring that 10% of its pork products be purchased from suppliers who do not use gestation boxes, metal enclosures that limit bristles and restrict animal movement, and and that amount at the end of the year. [165] He would also immediately start buying 2% of his eggs from producers whose hens are not limited to small wire battery cages, and doubling that amount by the end of that year. [notes 36] It agreed that the company would issue a statement that it would give preference to suppliers of eggs that do not use battery cages and poultry suppliers using or updating the controlled slaughter of the atmosphere, which is considered a more humane method of slaughtering chicken and turkey. [166] 2012 Guidelines was published in April 2012 when the company announced that it would gradually start putting in a plan to stop buying poultry and pork products from suppliers that caged animals. With this announcement, Burger King became the first American fast food company to promise to buy 100% of its eggs from companies that did not use wire battery cages and pork from suppliers that did not use gestational bristle cages. This is an increase in the percentage of cage-free products of 9% of egg purchases and 20% of the company's 2008 pork purchases. [167] The plan should be completed by 2017. [168] Food A food of U.S. value that includes small fries, a Whopper Jr., Barq root beer and several packs of Heinz ketchup. Seasonings The H.J. Heinz Company is a major condiment supplier for Burger King. [169] They have worked together on several programs such as the 2001 promotional link to the film Shrek. Heinz provided an LTO Blastin' Green EZ Squirt color ketchup and an ooze apple-flavored immersion sauce for distribution with Shrek-branded children's meals. [171] Heinz has become a leading supplier of ketchup in the United States, Mexico and Britain, while supplying several sauces in several European countries. [174] Kraft foods has supplied many of its products to BK over the years. Several of its seasoning lines have found their way into BK menu items. Two Kraft products were involved in direct links: Bull's-Eye BBQ Burger in 2005 and the A-1 Steakhouse XT sandwich in 2010. In both cases, Burger King prominently used the names of Kraft, A1 Steak Sauce and Bull's-Eye Barbecue Sauce products in the sandwich names. [notes 39] Kraft has supplied several of Burger King's children's products, including a Jell-O brand dessert during BK's Teletubbies promotion in 1999, and Kraft macaroni and cheese used in their low-fat children's meals introduced in 2009. [175] [notes 40] Proteins A from the 1960s, Tyson Foods was de coming up with new methods to expand its market, including the introduction of smaller consumer packaging and military landing contracts. The company expanded its commercial division by offering new products to McDonald's and Burger King's product eventually evolved into a McNuggets while Burger King's product became the basis of his chicken sandwiches. [176] For his 2010 rib promotion, Tyson was Burger King's product became the basis of his chicken sandwiches. lasted less than three months for Burger king. [177] A 1996 E. Coli outbreak at one of his biggest business punches. Hudson was one of the largest poultry suppliers in the United States and one of Tyson's biggest competitors when they moved into beef processing at the bee of Burger King. Once he had secured a contract with Burger King, Hudson opened a meat processing plant in Nebraska. When the plant was identified as the source of an E. Coli rupture in 1996, Burger King left the company as a supplier. [178] Lopez Foods, Inc. of Oklahoma City is a beef supplier for Burger King. [179] While Lopez's main client is McDonald's, the company also supplies BK. Sides and desserts McCain Foods became a supplier of potato products to the company in 1998, shortly after an agreement with farmers in Maine to supply potatoes for use in the fast food market. [180] Edwards Baking provides Burger King with prepackaged cakes and pastel-style desserts, while providing supervision and assistance with the chain's dessert products. BK is one of Edwards' main national contracts, where the company provides Burger King with assistance in marketing programs, point-of-purchase advertising materials, market research and other resources. Edwards has a fulltime staff assigned to Burger King's Miami headquarters. [181] Before Edwards became Burger King's leading supplier of baked goods, the chain had a contract with Awrey Bakeries of Livonia, Michigan, for its packaged breakfast product line. Burger King sold a line of Awrey products, including Danish, doughnuts, and birthday cakes. [182] Drinks Soft Drinks Traditionally Burger King has sold Coca-Cola Company soft drinks in its domestic market. In 1983, PepsiCo won its rival's \$444 million beverage supplier contract, and, in the midst of an extreme market debate over the future of the contract, was renewed for a second term in 1987. [183] The company won the contract by strengthening the links of the marketing and advertising program between Burger King and himself. [185] The contract lasted three more years when, in part, based on Pepsi's growth as a restaurant operator with its Restaurants division Burger King moved his beverage contract back to Coca-Cola. [187] Since 1990, Burger King has continued to use Coca-Cola as its beverage supplier, renewing its contract several times. [188] Coca-Cola's contract is not without problems; the 1999 contract required That Coca-Cola brand Icee products be made a permanent menu item in all U.S. locations. After the Coca-Cola employees were found to have falsified products testing information to reinforce potential sales numbers in an effort to attract franchisees to sign up for a summer advertising boost. Several Coca-Cola changed the store's promotional materials to emphasize Icee's name. [189] The 2003 contract officially extended the relationship between the two companies to make Coca-Cola the exclusive supplier of soft drinks to the company. [notes 41] Prior to this, individual international franchisees negotiated their own contracts with their company of choice. The 2003 contract gave Coca-Cola new access to the 3,000 restaurants operating or planned on the Asia-Pacific border, in Europe and in South and Central America. [notes 42] The purchase of Burger King by 3G Capital leads to a change in the beverage contract for the Caribbean and listributor of PepsiCo products in the region, began cross-licensing between its two companies in April 2011 and switched to Pepsi in these markets. In 1999, Burger King added a second soft drink supplier contract with Dr Pepper Snapple Group to include Dr Pepper in its beverage line at American restaurants. [191] Burger King's supply contracts for non-carbonated beverages are independent of those of his soft drinks. When the company first chose to introduce a bottled water product, it chose Nestle's Poland Spring brand over Coke's Dasani. When the contract expired in 2003, BK moved to Pepsi's Aquafina, the best-selling brand at the time. [notes 43] In 2008 Burger King renewed its relationship with Nestlé by entering into an agreement to sell Pure Life bottled water products. BK walked away from Pepsi's Tropicana brand juices in 2001 when it was with Coca-Cola's Minute Maid brands for the North American stores. BK is a popular brand to promote its products in a movement to attract customers' attention to themselves and their meal programs. [194] Coffee Seattle's Best Coffee is the supplier of coffee is the supplier of coffee products to Burger King's North American locations. Produced by Sara Lee's Douwe Egberts brand, BK Joe was Burger King's coffee line that was first introduced in 2001 in North America and later parts of Europe. Inotes 44 Advertised as an Arabica coffee, the product was made using Douwe's Cafitesse system, a platform that avoids coffee made from ground beans in favor of a drink made from a coffee concentrate with added hot water. [197] Sara Lee states that the advantage of the system is that each cup of coffee is made at the time of order with a minimum of waste and labor. [198] The El El it wasn't designed to compete with products from companies like Starbucks, but it was meant to attract customers looking for a consistent cup of coffee. Despite investment in the Douwe Egbert product, Burger King announced that it would phase out the Cafitesse system in the United States in the summer of 2010 in favor of Starbucks Seattle's best coffee brand. [200] Throughout the summer of 2010, BK added several new coffee-based products to the new coffee line in an initial effort to bring more customers during the morning sales period. [201] New coffee products, including flavored coffees and iced coffee drinks, are available all day to compete with McDonald's McCafé coffee line. [202] Every Friday, November 2010, Burger King gave away 12 cups of Seattle's Best Coffee luxury to encourage people to try their breakfast and coffee lines. The company predicted that the number of free coffee cups amounted to between two and four million. [notes 46] Alcoholic beverages For many years Burger King has sold beer in several of its international locations, such as Germany, but not in its territory of origin. The company began selling beer at its BK Whopper Bar limited-service concept restaurants in Miami, New York and Los Angeles in 2010. The company sells SABMiller and Anheuser-Busch products, including Budweiser, Bud Lite and Miller Lite in aluminum bottles designed to target the important demographic of 30 years and less, has been called risky by industry analysts because the company is known as a fast food supplier and not as an alcoholic beverage seller. Other industry consultants disagree with the evaluation, believing that the measure is timely because the company is growing with its aging customer base. [203] Distributors For many years Burger King owned and operated its own distribution system, originally known as Distron. Distron, founded shortly after the establishment of Burger King, served mainly the company-owned stores and 50-60 percent of the seventeen independent distribution systems, often operated by larger franchise groups such as Carrols Restaurant Group. [206] Distron's setup remained relatively stable until BK was purchased from Pillsbury by Grand Metropolitan. Grand Metropolitan. Grand Metropolitan. Grand Metropolitan. Distribution Services (BKDS]). The measure resulted in dismissal of more than a hundred staff members. [208] In 1992, Burger King and its franchises formed Restaurant Services Inc. (RSI), an independent shopping cooperative that covered 100 percent of BK stores in the United States. The creation of it was based on a proposal by then-CEO Barry Gibbons to create an organization that would be autonomous from BK corporate operations, provide full financial information to maximize the profits of volume buying. The RSI format was based on the system used by KFC for its distribution system and worked similarly. [210] Two weeks after the cooperative's formation, Grand Met sold BKDS's physical assets to Canadian purchasing firm Onex Corporation and withdrew BKP at RSI. [notes 47] The company currently uses independent distributors such as Maines Paper and Food Service and Sysco to supply food and paper products to North American stores. [212] See also Florida Portal Companies Portal Beverage Portal Beverage Portal Burger King Burger King Product List McDonald's In-N-Out Burger King Product List McDonald's, Burger King serve premium gourmet burgers, USA Today, Burger King Nutrition Facts - United States (Press Release). Burger King Corporation History, Financing Universe, Burger King Nutrition Facts - United States (Press Release). Burger King Corporation. • Burger King Menu – United Kingdom (Press Release). Burger King Corporation. p. 12. 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