



SALES FOLDER



WHY BURGOOD

- The burger segment is growing at a rapid pace. In fact, it is the segment seeing the most growth.
- The trend is towards **healthier** and **more gourmet** burgers.
- And that's where **BURGOOD** by **Caprichos del Paladar** comes in.
- A new category of **premium 100% plant-based burger** for all audiences.
- This is not a vegan burger or a fake meat-flavoured burger, **it is a burger made only with our best artichokes**, that tastes of what it is supposed to taste of, ARTICHOKE.
- A new product that will offer you a **new and fresh** opportunity to continue surprising your customers and generate new business.
- There is no other plant-based burger in which the main ingredient is, simply, this vegetable.





A CONTEMPORARY AND FRESH BRAND

The **BURGOOD** brand arises from the combination of the words **Burger** and **Fast Good**.

An elegant, modern and innovative brand. A brand that will help us to be recognised in the market and to conquer a relevant space in the **healthy burger** segment.

Because if we combine a good product with a great brand... the result is unstoppable!

Ham**burger** + Fast **GOOD** = **BURGOOD**





ARTICHOKE BURGER

CONSERVATION INSTRUCTIONS

- The artichoke burger must be **kept frozen** at a temperature below -18 °C.
- Choose the burgers to be consumed and remove them for their consumption.
(Do not remove the entire box).
- **Pre-cooked product** ready to be served in any way:
Griddled, barbecued, baked and microwaved.

INSTRUCTIONS FOR PREPARATION ON GRIDDLE OR GRILL

- Cook frozen or partially thawed.
(Maximum temperature 2°C).
- Cook with high heat.





FORMATS



mini

Perfect for events,
catering and tapas.

Approx. **30 g**



standard

Perfect for everyday use.

Approx. **114 g**



XL

Perfect for creating
XL burgers.

Approx. **160 g**



PRESENTATION / PACKAGING

-
- A simple but elegant box.
 - Compostable.
 - Adequate and manageable size.
 - QR and specific website address to keep other information updated, such as photos, recipes...
-





ADVANTAGES FOR THE HOTEL AND CATERING INDUSTRY

- **Profitable:** BURGOOD is a competitive and profitable option in the healthy burger segment, as it is a product without direct competition and with high added value that can provide a good margin.
- **Easy:** a perfect dish for “*fast good*”. Quickly prepared, tasty and gourmet.
- **Versatile:** it can be offered as a main course, plated, in a bun, as tartar, alone with other vegetables or with animal protein... it leaves space for the chef’s creativity.
- **No wastage:** there is no wastage of any kind.
- **Non-seasonal:** available all year round.
- **Innovative:** an alternative to connect with new customers of all kinds, both carnivores and vegans.
- **Multi-sectoral:** for all ages (children to adults) and catering sectors.

BURGOOD is a product that is fully aligned with the market’s current trends and demands.





IDEAL FOR:

- All kinds of restaurants that are comfortable with the **"fast good"** trend.
- Organised and industrial catering.
- Events and gourmet catering companies.
- Hotels.
- Gourmet food trucks.





MARKETING SUPPORT

We're going to support you. That's our style, as you already know. And this time will be no different. Well actually, it will.

Because we're going to make a special effort for the launch of this product, that we are sure is going to be a **winning product** with a large impact.

These are just some of the **actions** that make up the powerful marketing plan to position **BURGOOD**.

ACTIONS:

- Insertions in specialised magazines
- Social networks
- Specific landing
- Events we will be present at
- Merchandising
- Email marketing
- Direct marketing

EMAIL MARKETING



MERCHANDISING



STAND EVENT



FLYER / INSERTION IN MAGAZINE



SPECIALIZED MAGAZINE EMAILING



LANDING



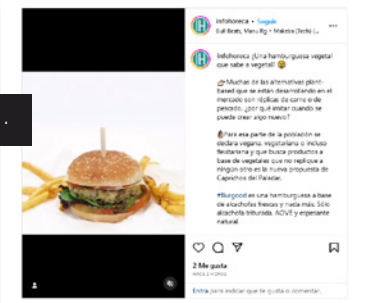
PACKAGING



SPECIALIZED MAGAZINE BANNER



RR.SS.





WWW.THEREALGREENBURGER.COM

