



Grass Fed **Beef Patties**



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Expand your burger options and satisfy a growing consumer demand with our new Fire River Farms Imperial Natural Grass Fed Beef Patties. This exclusive line of frozen beef patties are made from livestock that is grass fed and free of antibiotics and added growth hormones; hitting on three strong consumer dietary preferences. These beef patties appeal to consumers who want to indulge in sustainable and naturally-raised beef. Also, more than a third of consumers would be willing to pay more for grass fed beef, giving you the opportunity to improve your bottom line by offering this premium burger on your menu.

Features and Benefits

- 100% Grass fed; 100% Grass finished
- All natural
- Raised without antibiotics; no hormones added
- Free range
- Lean, finely textured beef (LFTB) is NOT used
- Patties are individually quick frozen (IQF) which seals in flavor and extends shelf life to 180+ days, allowing you to better manage food costs and greatly reduce costly waste
- Pre-portioned patties allow operators to maintain consistency and better manage inventory
- Grass fed claim can command a premium from consumers looking for products with a better perceived health halo
- 61% of chefs described grass fed beef as a hot trend¹

Source:

1. NRA What's Hot 2017 Menu Trends

What Differentiates Grass Fed from Conventional Beef?

- Cattle are raised their entire lives free range and on a 100% grass diet
- Grass fed beef is matured longer than conventional beef before harvest
- Grass fed animals are much smaller at market, there is less meat per animal, thus creating a premium for grass fed beef

Menu Ideas

- **Georgian Burger:** Grass fed beef patty topped with pulled pork, BBQ sauce, peach preserve, candied pecans and Vidalia onion dressing on a potato bun*
- **Cobb Burger:** Grass fed beef patty topped with romaine, red onion, roasted red peppers, avocado, blue cheese and a fried egg on a whole wheat bun*
- **Rico Burger:** Grass fed burger topped with Mojo-marinated pork belly, sweet plantain and Swiss cheese on a brioche bun*

*pictured

Preparation Instructions

- Cook patties directly from frozen state, do not thaw.
- Always cook burgers to an internal temperature of 160°F.
- Patties may be cooked on either a flat top or char grill.

SUPC	Pack/Size	Brand	Description