



**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



DIRECT  
MARKETING



SPECIALISED  
MAGAZINES





[WWW.THEREALGREENBURGER.COM](http://WWW.THEREALGREENBURGER.COM)





**CAPRICHOS**  
*del* **PALADAR**  
ARTESANOS