

# A BURGER FOR *every occasion*

## BUILT TO BACK YOU

Helping you choose the right burger  
for the right role on your menu



**THINK BIG**

BURGERS REMAIN THE  
**NO.1 MAIN DISH**  
IN OOH AND CONTINUE TO GROW  
**+6.4% YOY GROWTH<sup>1</sup>**



# BURGERS WORK HARD.

*the right burger works harder.*

Burgers remain one of foodservice's most dependable menu performers. They work across quick lunches, grab-and-go missions, family meals, premium treats and loaded builds - giving operators a flexible platform that can drive sales across multiple occasions.

But the real opportunity isn't just offering a burger.  
**It's choosing the right burger for the right occasion.**

A strong burger menu doesn't rely on one product to do everything. It's built on a range that works across different needs; driving trade-up, protecting margin, keeping service moving and delivering consistency day after day.

**THAT'S WHERE BIG AL'S  
IS BUILT TO BACK YOU**  
HELPING YOU TURN EVERY BURGER  
OCCASION INTO A **COMMERCIAL  
OPPORTUNITY.**

# WHICH OCCASION *are you serving?*

The strongest burger menus are built with purpose. They match the right product to the right customer need, service style and commercial goal.

**Big Al's makes that choice simple.**



## WHY MENU TIERING MATTERS

The most effective burger menus don't rely on a single burger offering. They're built around different occasions.

Every menu needs burgers that work harder for different commercial goals - from premium dining and everyday favourites to fast service and seasonal specials.

**At Big Al's, we've developed a range designed to help operators choose the right burger for every occasion.**

**EVERY BURGER  
HAS A ROLE TO  
*play.***



## HOW BIG AL'S HELPS YOU *Build It*



| IF YOUR MENU NEEDS TO...                                        | CHOOSE...                     | BECAUSE...                                                                                           |
|-----------------------------------------------------------------|-------------------------------|------------------------------------------------------------------------------------------------------|
| <b>Drive higher spend</b> through premium dining occasions      | <b>GOURMET RANGE</b><br>      | Premium builds help justify higher price points and encourage trade-up.                              |
| Deliver everyday <b>consistency</b> across core menu occasions  | <b>CLASSIC RANGE</b><br>      | Trusted formats support repeat purchase, reliable quality and strong menu staples.                   |
| Improve <b>speed and efficiency</b> during busy service periods | <b>FLAME COOKED RANGE</b><br> | Labour-saving products help keep service moving without compromising consistency.                    |
| <b>Broaden appeal</b> and capture more customer occasions       | <b>CHICKEN RANGE</b><br>      | Flexible chicken formats open up more menu choice, more flavour routes and more sales opportunities. |

*Every occasion presents a different opportunity.*  
**BIG AL'S IS BUILT TO HELP YOU MAKE THE MOST OF THEM.**

# HOW BIG AL'S BACKS

## Every Burger Occasion

Big Al's range is designed to support specific menu needs, from signature trade-up burgers to high-volume everyday service and broader menu choice.

FROM PREMIUM BUILDS TO PEAK-SERVICE PERFORMANCE,  
BIG AL'S IS BUILT TO BACK YOUR MENU  
*where it matters most.*



SCAN TO VIEW THE FULL  
BIG AL'S PRODUCT RANGE.



### GOURMET Range

#### Built to drive trade-up.

When customers are willing to spend more, your burger needs to justify it.

Premium burgers designed to help operators justify higher price points, drive trade-up and create standout menu experiences. Made using premium cuts, named breeds and flavour-led recipes, these burgers are designed for menus where quality, indulgence and differentiation matter.

**76%**  
OF BURGER  
CONSUMERS  
*are quality-led<sup>2</sup>*

#### BEST SUITED FOR:

- ✓ Premium QSR
- ✓ Casual dining
- ✓ Hotels & leisure
- ✓ Pubs

#### WHY CHOOSE GOURMET?

- ✓ 100% Irish Beef
- ✓ Premium menu appeal
- ✓ Frozen Advantage

#### FEATURED PRODUCTS:

- Big Al's Prime Burger
- Big Al's Angus Burger
- Big Al's Smash Burger



### FLAME COOKED Range

#### Built to keep service moving.

Serve up authentic flame-grilled burgers without the need for fire. This range requires minimal kitchen equipment, perfect for operators serving high volumes of customers.

Pre-cooked formats designed to reduce pressure, protect consistency and keep service moving at peak times.

**GRILLED ON AN  
OPEN FLAME  
TO GIVE AN  
unmatchable  
FLAME-GRILLED  
flavour**

#### BEST SUITED FOR:

- ✓ Food-to-go
- ✓ High-footfall locations
- ✓ Peak service periods

#### WHY CHOOSE FLAME COOKED?

- ✓ Authentic flame-grilled flavour
- ✓ 100% British & Irish Beef
- ✓ No special equipment needed

#### FEATURED PRODUCTS:

Big Al's Flame Cooked Beef Burger:  
2oz | 4oz | 6oz



### CLASSIC Range

#### Built for everyday performance.

Designed to form the backbone of your burger menu, delivering consistency, familiarity and reliable performance day after day.

These are the dependable menu favourites that help set the standard for quality, speed and repeat purchase.

#### BEST SUITED FOR:

- ✓ QSR
- ✓ Contract catering
- ✓ High-volume foodservice

#### WHY CHOOSE CLASSIC?

- ✓ Reliable everyday performer
- ✓ Consistent cook every time
- ✓ Great value for high-volume menus

#### FEATURED PRODUCTS:

- Big Al's Steakburger: 2oz | 4oz
- Big Al's American Style Burger: 2oz | 4oz
- Goldstar Regular Beef Burger: 2oz | 4oz
- Goldstar US Style Beef Burger: 2oz | 4oz



### CHICKEN Range

#### Built to broaden appeal.

Flexible chicken formats that help operators capture more occasions, more tastes and more menu missions.

**42% OF EATING-OUT  
OCCASIONS  
NOW FEATURE CHICKEN,  
MAKING IT THE  
NUMBER ONE PROTEIN  
IN OUT-OF-HOME DINING.<sup>2</sup>**

#### BEST SUITED FOR:

- ✓ QSR
- ✓ Food-to-go
- ✓ Delis
- ✓ Casual dining

#### WHY CHOOSE CHICKEN?

- ✓ Expands customer choice
- ✓ Adds menu versatility
- ✓ Drives incremental sales

#### FEATURED PRODUCTS:

- Breaded Chicken Burger
- Southern Fried Chicken Fillets
- Oven Ready Chicken Fillets
- Deli Range Chicken Fillets

*Looking for more choice?*

Our wider range also includes Big Al's Deliciously Veggie Burger to help operators cater for broader customer preferences.



# BUILD BURGER EXPERIENCES

## Customers Come Back For

Choosing the right burger is only the first step.

Building it well is what turns a great product into a great menu performer.

From the bun and toppings to preparation, presentation and service, every detail can influence perceived value, customer satisfaction and repeat purchase.

Big Al's backs operators beyond the product, with culinary guidance and menu inspiration that help turn great burgers into stronger commercial opportunities.

“

*Great burgers are built from the ground up. The right burger, bun, toppings and execution all work together to create an experience customers remember - and return for.*



*Seamus McConaghy*  
GROUP INNOVATION &  
DEVELOPMENT CHEF



### 1. START WITH THE FOUNDATION

#### Choose The Right Bun.

The bun sets the tone for the whole build. The right format can improve hold, texture and presentation - helping your burger feel more premium from the first look to the last bite.

#### PRO TIP UPGRADE YOUR BUN

*Deli Delicious brioche bun can help increase perceived value and drive higher spend.*



### 2. BUILD FOR FLAVOUR

#### Make Every Layer Work Harder.

Cheese, sauces, toppings and coatings give operators simple ways to differentiate, create signature builds and increase perceived value without adding unnecessary complexity.

#### ELEVATE YOUR CHEESEBURGER!

*Try: Replace ketchup with BBQ sauce, Add crispy onions with an optional smoked cheese slice to create the BBQ Stack*

### 3. FOCUS ON CONSISTENCY

#### Deliver It Right, Every Time.

The best burger experiences are repeatable. Consistent prep, build and presentation help customers know what to expect - and give them a reason to come back.

Standard builds help teams deliver speed and consistency, while simple, structured upgrades can create variety without putting extra pressure on service.

*Looking for inspiration?*

Scan to explore burger builds, recipes and serving ideas from the Big Al's culinary team.



# BUILT TO BACK YOU

Running a successful burger menu takes more than choosing a patty.

It takes products that perform under pressure, formats that simplify service, inspiration that keeps menus relevant, and a partner who understands what operators need to deliver - day after day. That is what Big Al's is built for.

We combine foodservice expertise, menu insight, culinary support and a burger range designed around real commercial needs - **helping operators build menus that drive spend, protect margin, simplify service and create reasons for customers to return.**

*Because better menu decisions create better menu performance.*

## WHY OPERATORS CHOOSE



**CONSISTENT  
PRODUCT  
PERFORMANCE**



**LABOUR-SAVING  
FORMATS**



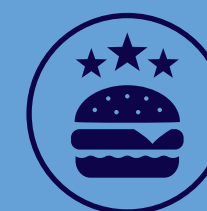
**FROZEN  
CONVENIENCE**



**EQUIPMENT-FRIENDLY  
SOLUTIONS**



**FOODSERVICE-FIRST  
EXPERTISE**



**OVER 50 YEARS OF  
BURGER EXPERTISE,  
BUILT FOR REAL  
FOODSERVICE.**

## HOW WE BACK YOUR MENU



### **MENU DEVELOPMENT SUPPORT**

Helping you choose the right burger for the right role.



### **RECIPE AND BUILD INSPIRATION**

Practical ideas to support premiumisation, differentiation and repeat purchase.



### **CATEGORY AND COMMERCIAL GUIDANCE**

Support to help identify opportunities across spend, margin, efficiency and range growth.



### **MARKETING ACTIVATION SUPPORT**

Tools and thinking to help bring your burger offer to life.

Whether you want to drive spend, protect margin, speed up service, broaden choice or deliver greater consistency, **BIG AL'S HAS THE PRODUCTS, EXPERTISE AND SUPPORT** to Help your Menu Perform.

# BUILT TO BACK YOU

*Helping you build burger  
menus that perform.*

**NEW**

| CODE   | DESCRIPTION                                        | UNITS               | NET WEIGHT | RANGE        |
|--------|----------------------------------------------------|---------------------|------------|--------------|
| 958702 | Big Al's Prime Burger                              | 40 units x 150g     | 6kg        | GOURMET      |
| 958707 | Big Al's Black Angus Beef Burger                   | 40 units x 198g     | 7.9kg      | GOURMET      |
| 958821 | Big Al's Smash Beef Burger                         | 84 units x 85g      | 7.14kg     | GOURMET      |
| 902174 | Big Al's Steakburger 2oz                           | 96 units x 57g      | 5.44kg     | CLASSIC      |
| 902164 | Big Al's Steakburger 4oz                           | 48 units x 114g     | 5.44kg     | CLASSIC      |
| 902022 | Big Al's American Style Burger 2oz                 | 96 units x 57g      | 5.44kg     | CLASSIC      |
| 902012 | Big Al's American Style Burger 4oz                 | 48 units x 114g     | 5.44kg     | CLASSIC      |
| 902014 | Big Al's American Style Burger 4oz                 | 120 units x 114g    | 13.62kg    | CLASSIC      |
| 902222 | Goldstar Regular Beef Burger 2oz                   | 96 units x 57g      | 5.44kg     | CLASSIC      |
| 902212 | Goldstar Regular Beef Burger 4oz                   | 48 units x 114g     | 5.44kg     | CLASSIC      |
| 902122 | Goldstar US Style Beef Burger 2oz                  | 96 units x 57g      | 5.44kg     | CLASSIC      |
| 902112 | Goldstar US Style Beef Burger 4oz                  | 48 units x 114g     | 5.44kg     | CLASSIC      |
| 902027 | Big Al's Flame Cooked Beef Burger 2oz              | 2 x 40 units x 57g  | 4.56kg     | FLAME COOKED |
| 901342 | Big Al's Flame Cooked Beef Burger 4oz              | 2 x 24 units x 90g  | 4.32kg     | FLAME COOKED |
| 901352 | Big Al's Flame Cooked Beef Burger 6oz              | 2 x 16 units x 135g | 4.32kg     | FLAME COOKED |
| 958325 | Big Al's Southern Fried Chicken Fillets            | 20 units x 140g     | 2.6kg      | CHICKEN      |
| 958314 | Big Al's Fast Fry Breaded Chicken Fillets          | 20 units x 140g     | 2.6kg      | CHICKEN      |
| 958312 | Big Al's Fast Fry Battered Chicken Fillets         | 20 units x 140g     | 2.6kg      | CHICKEN      |
| 958324 | Big Al's Breaded Chicken Burger                    | 60 units x 100g     | 5.7kg      | CHICKEN      |
| 958354 | Big Al's Oven-ready Breaded Chicken Fillets        | 20 units x 155g     | 2.9kg      | CHICKEN      |
| 958322 | Big Al's Battered Chicken Burger                   | 60 units x 100g     | 5.7kg      | CHICKEN      |
| 961006 | Big Al's Deli Range Southern Fried Chicken Fillets | 35 units x 150g     | 5.25kg     | CHICKEN      |
| 961007 | Big Al's Deli Range Hot 'N Spicy Chicken Fillets   | 35 units x 150g     | 5.25kg     | CHICKEN      |
| 961005 | Big Al's Deli Range Breaded Chicken Fillets        | 35 units x 150g     | 5.25kg     | CHICKEN      |
| 959055 | Big Al's Deliciously Veggie Burger                 | 30 units x 95g      | 2.85kg     | VEGETARIAN   |
| 959040 | Deli Delicious Brioche Bun                         | 40 units x 90g      | 3.4kg      | BREAD        |

**RANGE AVAILABILITY MAY VARY BY MARKET. PLEASE CONTACT YOUR  
LOCAL BIG AL'S REPRESENTATIVE FOR PRODUCT AVAILABILITY IN  
IRELAND, UK AND EU MARKETS.**



**INTERESTED IN OUR PRODUCTS?  
CONTACT US NOW**



**THINK BIG**  
*on future menus*