

More than a quick bite



It is impossible to think about beef without thinking about hamburgers. Despite the ever increasing popularity of many premium back end cuts of beef, farmers know that a market has to be found for the front end of the animal. Burgers remain one of the most popular ways of consuming beef. But it would be a mistake to assume that all hamburgers are alike. Premium beef brand AngusPure have partnered with New Zealand's original gourmet burger chain, BurgerWisconsin, which has 25 stores nationwide, to ensure a reliably top quality product is readily available.

The history of the hamburger is hazy – there are many who lay claim to its creation. Perhaps it was just such a good idea that it came about in a number of different places at around the same time. After all, what could be better than a tasty morsel of minced and grilled meat, enhanced with salad, sauces and any number of condiments, served for convenience wrapped tidily within a bun?

One individual who certainly deserves a share of the credit is Charlie Nagreen of Wisconsin. In 1885 Charlie was an enterprising 15 year old, selling meatballs at the Outagamie County Fair in Wisconsin, USA. They proved popular but they weren't the most portable of snack food – not till Charlie hit on the idea of squashing them, putting onion on top and slapping them between two slices of bread.

He named his creation a 'hamburger' after the Hamburg ground beef favoured by German immigrants in his hometown of Hortonville.

Charlie's idea proved so popular that he spent the next 65 years selling his hamburgers at fairs all over Wisconsin – but his product proved to have potential way beyond the expectations of "Hamburger Charlie".

Whether or not all hamburgers sprang from that fairground invention,



hamburgers have become big business. Like all big-selling products, they come in a range of shapes and sizes.

BurgerWisconsin markets itself as home of the world's best burgers – and the claim is not unreasonable.

Their promotional material holds the key to their philosophy: "How to make the world's best burgers: Start with plenty of experience and an attitude that thinks compromise is a swear word. Hop in the truck and go looking for the people who grow the best and freshest ingredients. (If you can't find just what you're looking for, get someone to grow it for you.) When you get back, make your sauces by hand and grind the beef for your patties yourself..."

The company has always focused on producing the best product. "To produce the world's best burger, we need to use the best ingredients," says Steve Hanna, joint Franchisor of BurgerWisconsin. "It's about food, not gimmicks."

To that end, BurgerWisconsin – under new ownership as of 2005 – has developed a supply relationship with top NZ beef brand AngusPure. "We source ingredients that are consistently of excellent quality, healthy and natural," Hanna adds.

BurgerWisconsin, a wholly created and developed NZ franchise, was launched in Wellington in 1989, the brainchild of Mick Davenport. His aim was to offer a range of gourmet burgers



Steve Hanna (right) and Tim Stewart of BurgerWisconsin eat burgers made with AngusPure beef – purely the best beef burger

which would be prepared on demand, and would provide a gourmet meal rather than a quick snack. The customer would see their meal prepared, from toasting the buns to grilling the beef – or chicken, pork, lamb or fish. BurgerWisconsin was the originator of such staple burgers as beef, avocado & bacon, and beef, bacon & rocket fuel.

The idea caught on rapidly, with

stores setting up in the suburbs and providing a speedy local eatery that offered a touch of class.

“We’re always aiming to improve our product and service,” Hanna says. “Part of that is maintaining quality, part of it is in offering menu innovation.

“Our new ‘build your own burger’ approach is designed to ensure customer satisfaction, giving our customers the

ability to create their own burger; their own ‘best burger’.”

BurgerWisconsin uses sourdough buns made with olive oil, low salt and no added sugar. Beef patties are lean Certified AngusPure beef, traceable to the supplier, combined with herbs and spices – no preservatives, no additives.

All the products BurgerWisconsin use are similarly top grade, and the franchise owner-operators of each store support the fresh, healthy, quality philosophy one hundred percent. “It’s what we’re all about,” Hanna says. “Our franchisees share our passion for food, and for providing a top quality meal.”

There is nothing ‘plastic’ about Burger Wisconsin. “Every single burger is grilled to order, sauces are hand-made on the premises; there’s an individual aspect to food preparation.”

From the AngusPure perspective, the relationship is win-win. “Supplying to a chain that insists on the same uncompromising quality philosophy that AngusPure adheres to is ideal,” says AngusPure director Guy Sargeant.