

# Meet the burger that reshaped the frozen burger business.



The freshest frozen burger ever made.





# The Cloud. The freshest frozen burger ever made.

Nearly 20 years ago, we created the first fresh-frozen burger that looked, performed and tasted handmade. And it took the industry by storm.

We could tell you precisely how we did it, but you'd probably only be interested in the details if you were a Ph.D. in Food Science. Besides, we're not about to give away our trade secrets now.



Suffice to say, however, this burger captured the imagination of the foodservice industry. It was an immediate – and ongoing – hit.

**Here's why...**

# No two Clouds are alike.

The Cloud broke the mold from day one. Our first innovation was a patented manufacturing process that delivers a free-form burger shape and profile with a unique, handmade look, but at the same time, within very standardized and consistently weighted patties.

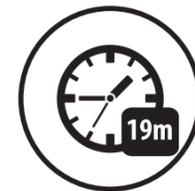
*"We love The Cloud because it has that great handmade look. It's fresh frozen, so we have the consistency and quality we need, but also The Cloud's enhanced food safety that's so important. On top of everything the product has better storage over fresh options. And there is no sacrificing taste. We constantly get compliments on our burgers from our guests!"*

**- Dustin Frize, Dietician/Food Systems Administrator at University of North Dakota**

Gone was the uniform "hockey puck" look of previous frozen burgers. In their place was a burger that looked – and tasted – like it was made fresh at the grill... The Cloud.



Domestically Sourced



Fresh to Frozen 19 Min.



Locks in Freshness



Handmade Look



# Fresh to frozen in 19 minutes.

The next key component is our Individually Quick Frozen (IQF) process, which freezes the fresh grind in less than 19 minutes.

*(Note: This is no small point. Even the freshest “fresh” meat does not stay fresh indefinitely. It will eventually look, taste and perform at an inferior quality level the longer it sits out. Whereas, The Cloud stays as fresh as the day it was made until it’s on the grill.)*

And since it is made from 100% fresh, domestically sourced beef – with no added sodium or other ingredients - The Cloud is essentially a “fresh-frozen” product, whose quality is literally locked in.

*“The Cloud has been the nucleus of our business for quite some time and I have yet to find a more consistent, natural tasting product. The quality and consistency of The Cloud is what continues to drive our growth and what has created a loyal customer base.”* **Gino Welsh, Owner/General Manager of Brewser’s Sports Grille in Coal Township, PA**





# Better performance, better cost, better safety.

A fresh-frozen burger that looks like a handmade one offers several key benefits to operators, like quicker cook time, 100% consistency and a finished product with yields as much as 5-10% greater than a fresh burger.



In fact, in side-by-side comparison cook-offs over gas grills, electric skillets and pan frying applications, a 7 oz. Cloud burger beat every comparable fresh 8 oz. burger it went up against. The finished Cloud burgers not only cooked quicker, they ended up with as much as an ounce greater volume.

What's more, because it's fresh-frozen, you not only have better consistency but better food safety and handling, and better storage and usage options than fresh. It's the best of both worlds.

# Cloud Economics: making a dollar vs. saving a nickel.

We know how challenging it can be to turn a profit. Especially with rising material costs. But we've seen too many people try to save a nickel here or there by downgrading their product. In the end, the savings aren't worth the potential drop in customer satisfaction.

To use a sports metaphor, we think it's better to play offense here than defense. Our research and development team is constantly studying flavor trends and developing recipes and menu ideas that will excite and motivate your customers – and in many cases, make you money. For example, we've developed a Bacon Jam Burger that uses just a half slice of bacon, but delivers flavor big enough to merit a dollar increase on the menu, with less food cost than a typical bacon cheeseburger. We'd love to help you use The Cloud to build a stronger, more imaginative – and more profitable – menu.

**Just ask us how.**



Here's a surefire way to take your menu from ordinary to eggstrordinary with the California Sun Burger. A Cloud burger topped with diced avocado, onions, cucumber, tomato and a fried egg, served on an onion brioche roll.

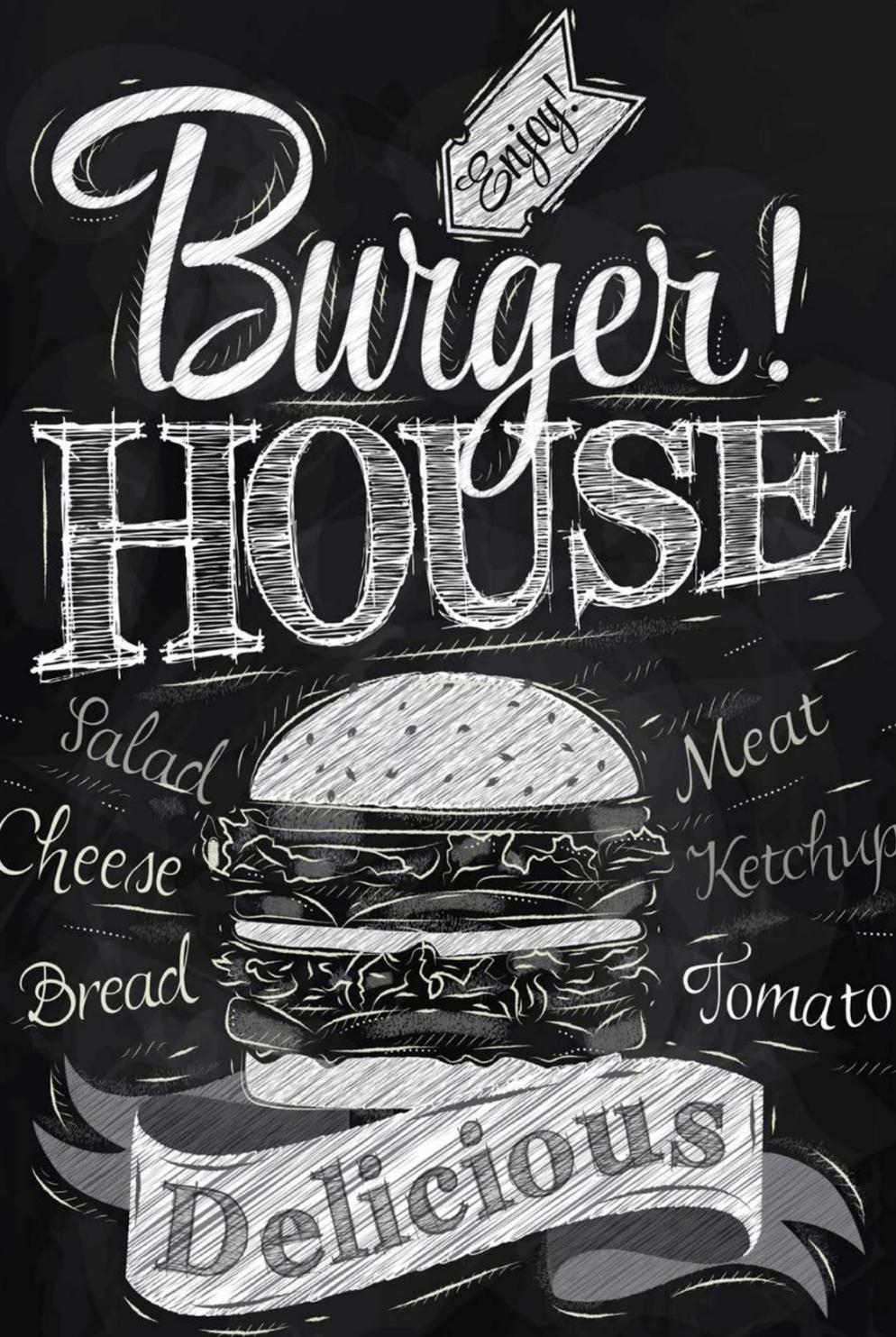


Or how about a crowd-pleasing, margin-boosting twist on a classic, with the Caprese Burger – Cloud burger topped with buffalo mozzarella, beefsteak tomatoes, fresh basil and balsamic reduction sauce.



Or jump on the world flavor trend with our Asian Street Burger. Two 5.3 oz. Cloud burgers, topped with lemongrass and daikon cucumber slaw and served street food style in parchment paper wraps.





# Build your bottom line while building a better burger.

Not only do we provide the freshest frozen burger you can buy, along with fresh insights on how to satisfy your customers, we also help you look at your menu margins in fresh ways.

Our 7 oz Cloud burger (78/22) consistently outperforms an 8 oz fresh burger (80/20) because our process locks in freshness and juices – and when cooked, all that goodness stays in the patty, not the pan. So you can start with less meat but still end up with more on the bun, while beefing up your bottom line. And what's not to love about that?

*"The Cloud, with its locked-in freshness, delivers a quality burger every time. And there's less shrink because more of the juices stay in the burger. So, we consistently deliver a great burger to our customers and more to our bottom line."*

**-Ron Hall, Vice President of Procurement and Supply Chain, Service Systems Associates**





**THE  
Cloud**<sup>®</sup>

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