



***Choose
your own
Burger &
Packaging
Concept***

373

Concepts

Customized Burger Concepts

373 Concepts

'373 concepts' is a young dynamic company specializing in the creation and production of quality meat concepts. We develop our products in close cooperation with our customers, making sure we find the perfect match between your wishes and the final product.

To ensure that we only use the best meat available, we rely on the trusted expertise of our mother company; Zandbergen World's Finest Meat, one of the leading companies in the international meat trade. The combination of the right ground materials, our modern production facilities and our creativity, have helped us develop award winning concepts. We believe in continuous improvement and therefore strive to exceed client expectations on all levels.

373 Customized Burger Concepts

Our '373 customized burger concepts' have been developed because we think that it's time the burger takes back its rightful place, as the front-runner on menu cards. This requires the return of a quality burger; made out of the finest prime cuts from renowned meat breeds. With this concept we present superb burgers from all over the world, surprising customers with the provenance and the taste of each specific region. We have kept our burgers true to their origin, adding only herbs and spices, leaving the rest to the culinary prowess of the consumer or chef.

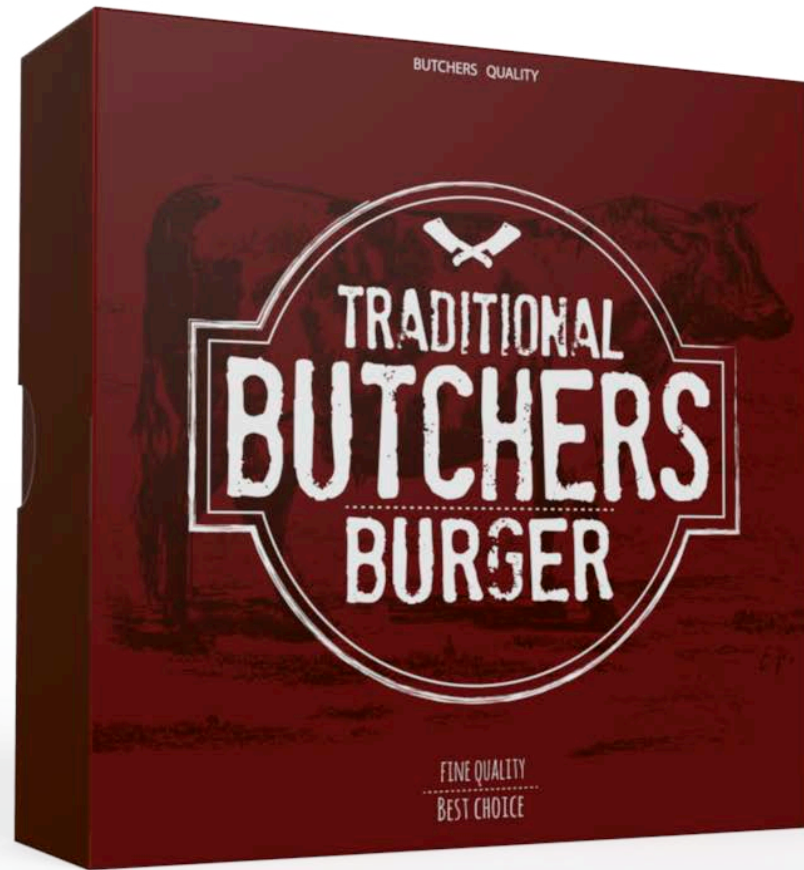
The basic principle of each concept is the high quality of the meat. From there on, let this brochure inspire you on packaging possibilities and let it be the starting point of finding the best burger for your needs!

373 Concepts exceeding expectations



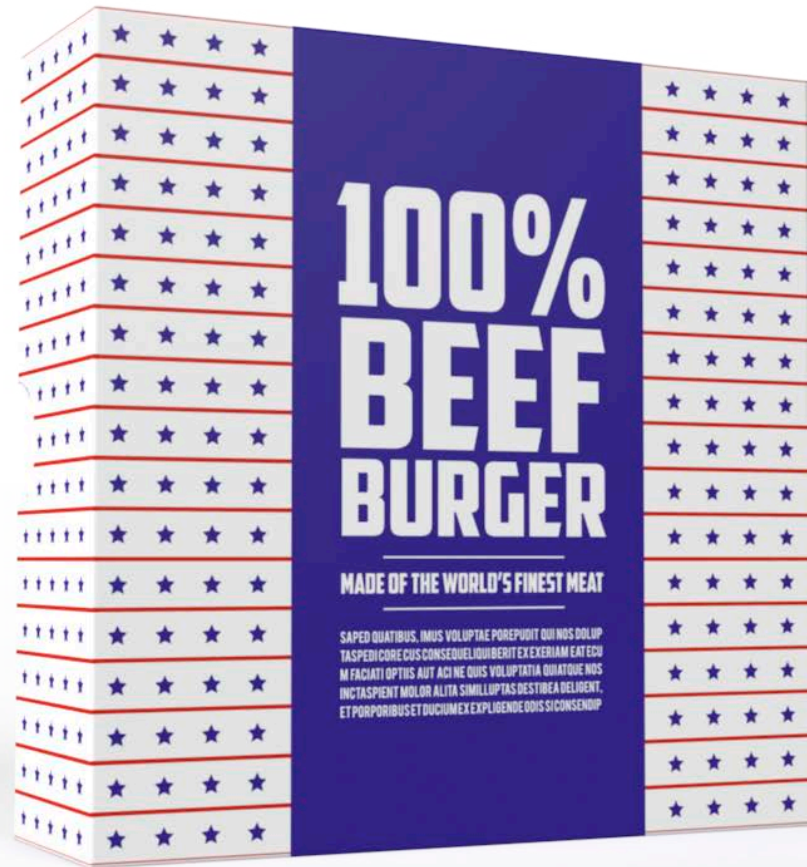
373 *Prime cut collection*

This burger packaging design focusses on meat quality. The words 'prime cut collection' together with the drawing in which different cuts are marked, suggest craftsmanship and quality directly from the butcher. This traditional look and feel emphasizes the use of good quality meat. The design is kept relatively simple to keep the focus on quality, tradition and craftsmanship.



373 *Traditional Butchers*

This burger packaging design focusses on meat quality but with a different edge. By using a bigger drawing of cattle the packaging suggests that the beef is carefully selected and of the highest quality. The title 'Traditional Butchers Burger' should emphasize this. It creates an expectation of carefully crafted burger made from the finest quality of beef.



100% BEEF BURGER

MADE OF THE WORLD'S FINEST MEAT



373 USA Burger

Most consumers associate burgers with the United States of America. For this design we chose to focus on the link between the US and the burgers. The male look & feel together with a design which could have originated in a typical American diner, suggests that the burgers inside have been made by an American burger specialist who has made the best tasting burger there is, just for you.



373 *Pepper/Cheeseburger*

With these examples of a pepper or cheeseburger we want to show the effects of using burger images in the packaging design. This design shows a more basic appearance in which the difference can be made with the ingredients that are used in the actual burger recipe. This packaging design is less distinctive compared to packaging designs of other burger brands in the European market. It can suit a demand for a simple, basic appearance in which the different recipes stand out through photography.

Other choices to be made

Besides choosing a specific packaging design for your burger concept you can also choose the specific cuts of beef used to prepare the burger, the breed, level of grinding of the meat, ingredients used, size of the burger, number of burgers in the package and the way of packing the burgers.

Please contact us so we can meet and discuss what burger packaging concept is best for you or your customers.



*Or you can
choose...*



HELLO, WE ARE THE FROZEN BUTCHER

We strive to use only the best meat from all over the world. So we can make the best meat available for Sophie, for Oliver, for Fernando, for Chloe, for Lars. For You. For Everyone! We are craftsmen with a innovative approach. Wherever we find the perfect meat, we freeze it. Minus 35°C immediately! So it's frozen in time...and fresh on your plate.



"Frozen in time... Fresh on your Plate"

BELIEVE THE FREEZE

Being a butcher is a noble craft. And a challenging one when you only want the best meat from all over the world. We quick-freeze our products after production so we don't need to add artificial preservatives and other additives. This way we guarantee a butcher's taste and quality. And that's why we're called The Frozen Butcher.

OUR BURGERS: 100%

We have great burgers, which all have a hard claim on origin and/or breed: a 100% Angus burger, a 100% Wagyu burger, a 100% US Beef burger, a 100% Iberico burger, a 100% Lamb burger, a 100% Organic burger and a 100% Chicken Burger.

NEW: VENISON BURGER

Our venison is pasture raised in the open spaces and rolling green hills of New Zealand. Raised by family farmers, this tender and delicious venison is a culinary treat and is sought after by chefs for its unparalleled quality and taste. Venison is naturally a very lean protein and an excellent source of iron and essential vitamins. Enjoy the delicate flavour of this naturally lean venison burger.





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