

## WHAT THEY THINK ABOUT EATING BURGERS

**MARCUS SAMUELSSON,**  
WORLD-CLASS CHEF

"When I'm in need of a quick meal, a burger is always my first choice! Burgers are easy, fast, and don't even require utensils to eat, making them the perfect get-together main course, a simple dinner recipe to whip up<sup>1</sup> any night of the week."

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**GIGI HADID,**  
MODEL

"The first year I lived in New York, I tried a different burger every week to find out my favorite burger in New York."

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**CHARLES KURALT,**  
JOURNALIST

"You can find your way across this country using burger restaurants the way a navigator uses stars."

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OUR CHEESE RECIPES **PROUDLY WISCONSIN** INSPIRATION SEARCH RETAIL FOODSERVICE LOGIN

Bloody Mary Cheese Board

Best Pepperoni Pizza Burgers

Tomato Basil Turkey Burgers

Bacon Cheeseburger Football Dip

The Ultimate Bacon Cheeseburger

Grilled Veggie and Juustoleipa Burgers

THE BURGERS THE CHEESE **CHEESE & BURGER SOCIETY** THE SOCIETY SWEEPSTAKES

CHEESE & BURGER 3 MAKE THE BURGER MEET THE CHEESE

No. 3

**THE UNCLE SAM**  
FEATURING WISCONSIN CHEDDAR

WISCONSIN CHEESE SOCIETY

SHARE BURGER

This all-American cheeseburger will have you singing "The Star-Spangled Banner" after just one bite. Yes, it's finally time for hot dogs and apple pie to quietly step aside as America's signature foods. Because The Uncle Sam is ready to serve this country from sea to shining sea.

www.cheeseandburger.com

# THE MULTISENSORY PERFECTLY BALANCED BURGER

👁️ see it   🗣️ hear it   👅 taste it   🤧 smell it   🤏 touch it



## 1. TOP BREAD 🤏 👁️

**Warmed and sprayed with Sesame Seed oil** Directly hits nostrils first to stimulate smell and sense warmth of bread

## 2. SAUCE ONE 🤏 🤧

**Chipotle sauce** Hot chili triggers endorphins in our brains to generate pleasure

## 3. SONIC VEGGIES 🗣️ 🤏

**Iced lettuce leaf + sliced gherkin** Provides freshness and crunchy sounds that can increase umami perception and enhance enjoyment

## 4. TOMATO 🤏 🗣️

**1cm slice of vine ripened tomato** Adds important fifth taste umami, juiciness, and aroma

## 5. CRUNCHY LAYER 🤏 🗣️ 🤧

**2 x slices of dried Serrano Ham and deep fried fine onion slices** Adds second layer of crispy texture and crunch sound

## 6. CHEESE 🤏 🤏 🤧

**2 x slices of Camembert** Needs to be warm and melted directly on the meat to provide soft texture and add aroma

## 7. MEAT 🤏 🗣️ 🤏 🤧

**1cm patty of Wagyu beef seasoned with BBQ sauce, salt, pepper and finely chopped onion** Intra-muscular fat content (up to 30%) of Wagyu meat gives superior texture, aroma and taste, which makes it ideal for burgers

## 8. SAUCE TWO 🤏 🤏 🤧

**An even layer of ketchup** Closer to the tongue to hit taste receptors first

## 9. LOWER BREAD 🤏

**Add 2 x splashes of soy sauce** Adds umami to enhance sweet and salty tastes, but also moistens the inside of the lower bread, in addition to the meat juices.