



## WHAT KIND OF BURGER? SETTING THE BUTTERBURGER®'S STORY STRAIGHT

### **How Did ButterBurgers Get Their Name?**

Culver's newbies can be pretty inventive when guessing what a ButterBurger is, and we've heard it all from a grilled butter pat to a burger bathed in butter. The truth of the matter dates way back to '84 when Culver's was looking for a way to distinguish superior burgers from all the other hamburger and cheeseburger options. Culver's decided ButterBurger was the perfect moniker for the burgers to celebrate the lightly toasted and buttered buns.

### **What Is a ButterBurger?**

If you ask Craig Culver, he'll tell you that ButterBurgers were one of his mom, Ruth's, specialties. We'll tell you that you really have to try one to know for sure; but we'll paint a picture for you.

Though they are named for the bun, the burger patty takes center stage when eating a ButterBurger. It can't help it—fresh, never-frozen 100 percent U.S. beef that hasn't touched a grill until you order it just catches the eye (or taste buds, in this case). In fact, it's garnered attention from the National Cattleman's Beef Association for the Beef Backer Award.

### **Beyond the Basics**

While ButterBurgers are good enough to eat alone, the Culver's Deluxe adds a whole new layer of quality goodness. This version comes with farm-fresh lettuce, tomato and onions, plus real Wisconsin cheese and like all ButterBurgers, a pickle slice that sits right on top of the bun. It's not the most intuitive place for a pickle, but we've been serving them up this way since we started because it is our burger inspection stamp of quality.

### **Grilled to Perfection**

When we put this much thought into the ButterBurger's ingredients, we don't let just anyone grill them. Every team member who works the grill trains for hours and has the opportunity to compete for top honors in ButterBurger preparation at our national Grill Master Competition. Working the grill at Culver's takes real skill, and once our team members have gotten the art of ButterBurger preparation down pat, they know how to make sure burger patties are grilled to that perfect temperature to seal in flavors and juices and toast buns so they are just right. Our team members take great pride in serving guests quality food with every order.

### **Attention-Worthy**

ButterBurgers are available in single, doubles and triples ("Jumbo"). They are also available as patty melts. Since 1984, Culver's has served up more than a billion, and guests keep coming back for more. ButterBurgers have been recognized by major industry thought leaders including *Restaurants & Institutions* and *Franchise Business Review*.

### **Contact**

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