

meatingplace

INDUSTRY NEWS - AM

TGIFridays goes bigger, fresher, fattier in new burger line



New TGIF burgers

By [Meatingplace Editors](#) on 10/1/2013

TGIFridays today launched a revamped burger menu at its restaurants nationwide.

The top-to-bottom reconsideration meant a shift to fresh USDA Choice beef rather than frozen Angus; a boost in patty size, to 7 ounces from 6 ounces each; and a 75/25 lean-to-fat ratio, compared with the 80/20 ratio the chain has been using.

TGIFridays also is adding a line of so-called Stacked Burgers, which are premium sandwiches at a premium price: Each has two 3.6-ounce patties with cheese, and “handcrafted” elements such as onion-bacon jam and pepper bacon, and slow-braised beef on the “Philly burger.” The two other options are the All-American Stacked Burger and the Blue Cheese Stacked Burger.

The Stacked Burgers are priced “within a dollar” of TGIFridays’ other burger offerings, all of which are less than \$10 each.

The company’s burger revamp also includes the use of freshly baked buns, and ingredients at the bottom of the sandwich — under the burger — instead of on top for a different eating experience.