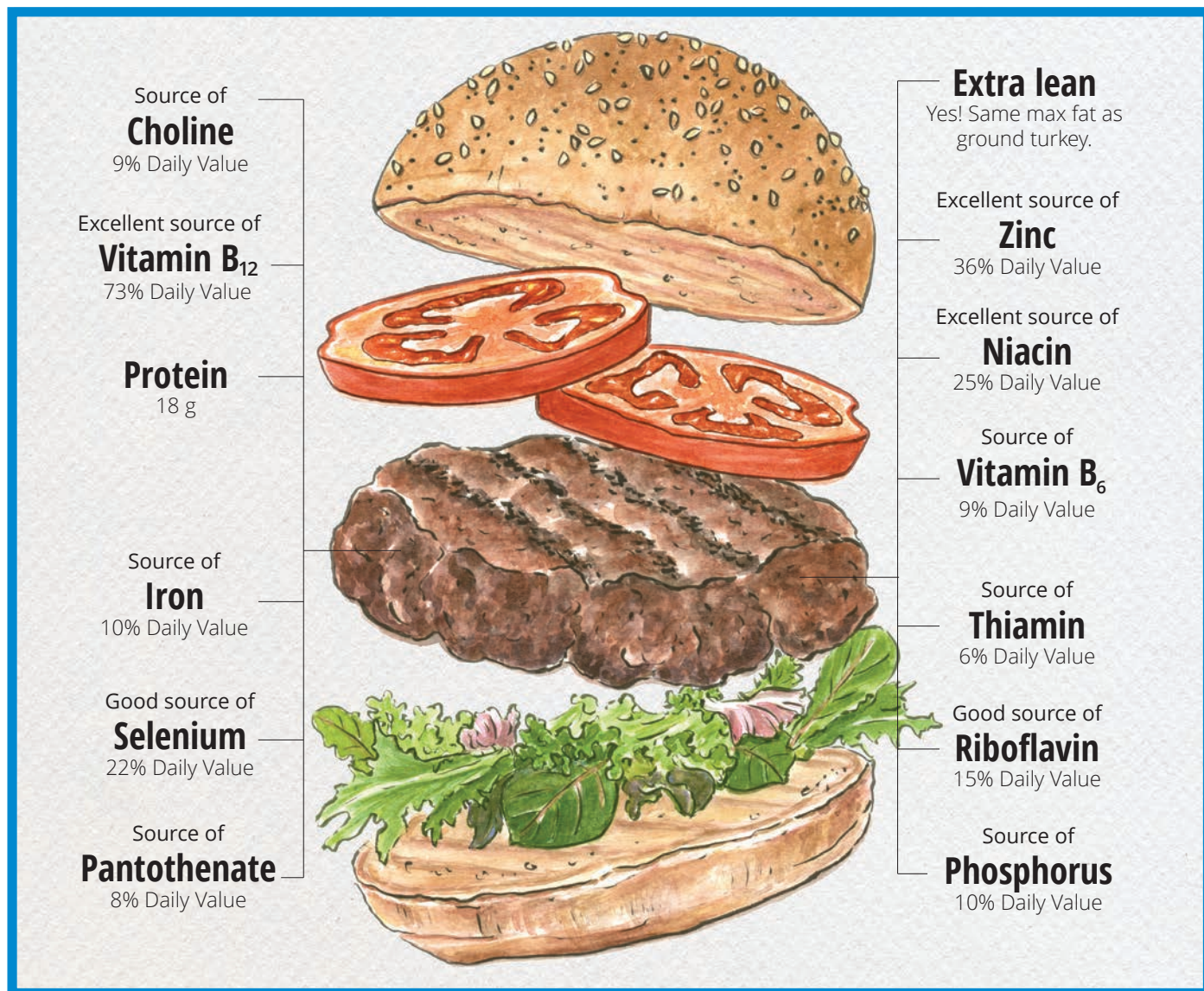


Re-think the 100% all-beef pattie. Not just good – but good for you!

What makes the Burger the icon for 'junk food'? Maybe it's the typical burger meal, not the pattie itself. The most nutrient dense part of the 'fast food meal' is the beef between the bun. And ok, the tomato and the lettuce help too.



Nutrients per 60g pan-fried extra lean ground beef pattie. Source of nutrient values: Health Canada, Canadian Nutrient File, 2015 version, food code Beef 4997. Nutrient amounts rounded as per 2016 CFIA labelling rounding rules.

% Daily Values calculated based on Health Canada's 2016 Nutrition Labelling – Table of Daily Values.

The better-for-you burger meal

Choose your burger-company wisely to make your calories count.

- Instead of fries, try a baked potato, coleslaw, green salad or veggie soup.
- Skip the pop – go for water or milk.
- Choose flavour-rich, not calorie-rich condiments – try mustards, hot peppers or salsa.
- Go for a whole wheat bun, skip the top part of the bun and eat your burger 'open faced' or drop the bun and use a lettuce leaf wrap instead.

Simply delicious. Simply nourishing.

One single ingredient that nourishes body and soul – that's what you get with ground beef.