

# Juicy Lucy Burgers

"The Legendary Cheese-Stuffed  
Burger – Now in Your Freezer"



The first frozen version of the Minneapolis masterpiece



# Problem

- Lack of Premium Frozen Burger Options
- Most frozen burgers are bland and uninspired
- The Juicy Lucy is still only found in restaurants and never consistent
- Consumers are craving gourmet, convenient meals at home
- Food Service can't make make Juicy Lucy's consistent and easy to cook

# Solution

- Juicy Lucy – The Frozen Gourmet Burger
- Authentic cheese-stuffed burger modeled after Minnesota's favorite
- High-quality Angus beef and American cheese blend
- Simple to cook, direct from frozen. No waste.
- An explosive flavor experience



# TRADEMARK™

Juicy Lucy, Inc. is the exclusive owner of the following trademark registrations for the mark JUICY LUCY for refrigerated, cooked, uncooked, frozen meat products and food distribution services in the United States and in the EU and Japan.

## **United States (USPTO) - European Union – Japan**

**MARK: Juicy Lucy STATUS: Registered Principal APP#: 90979819 REG#: 7087980 CLASSES: 029**

Refrigerated meat products, namely, refrigerated beef, refrigerated ground beef, refrigerated ground chicken, refrigerated ground pork, and refrigerated ground turkey; refrigerated hot dogs

**APP#: 90042406 REG#: 7530776 CLASSES: 039**

Food distribution services, namely, delivery of food; wholesale food distribution service, namely, delivery by truck or van of food products for others; food distribution services, namely, delivery of meat products, namely, beef, ground beef, ground chicken, ground pork, ground turkey, and hot dogs; whole sale food distribution service, namely, delivery by truck or van of food products for others, namely, delivery of meat products, namely, beef, ground beef, ground chicken, ground pork, ground turkey, and hot dogs

## **United States (USPTO)**

**MARK: Juicy Lucy STATUS: Registered Principal APP#: 88547459 REG#: 6154769 CLASSES: 029**

Uncooked meat products, namely, beef, ground beef, ground chicken, ground pork, and ground turkey; frozen uncooked hot dogs; uncooked hot dogs

**APP#: 88976608 REG#: 6055350**

Frozen uncooked hamburger patties; uncooked hamburger patties; frozen uncooked hamburger meat

**MARK: Barney's Beanery Juicy Lucy STATUS: Registered Principal APP#: 88392722 REG#: 5936036 CLASSES: 030**

Hamburger sandwiches

**APP#: 88547466 REG#: 6186167**

CLASSES: 029 - uncooked meat products; frozen uncooked hamburger patties; uncooked hamburger patties; frozen uncooked hamburger meat; frozen uncooked hot dogs; uncooked hot dogs

# What is a Juicy Lucy™?



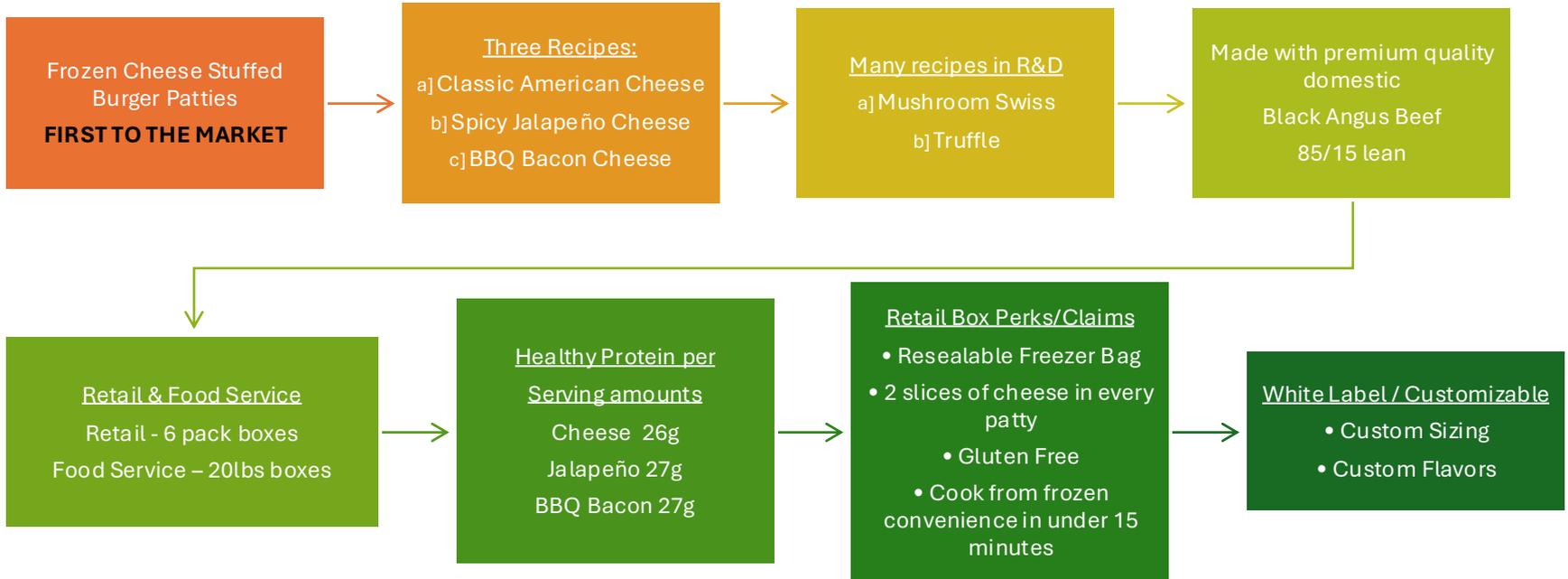
Juicy Lucy™ is a hamburger patty stuffed with cheese, popularized in the 1950s in the Twin Cities area of Minnesota.

For the past 70 years Juicy Lucy™ has been a staple in thousands of restaurants across the country and home cooking phenomenon.

Juicy Lucy Inc is now bringing an innovative, first-to-market opportunity: Juicy Lucy burgers, cooked straight from frozen, in grocery.



# Our Products



# Market Opportunity

50 billion burgers sold  
in America yearly



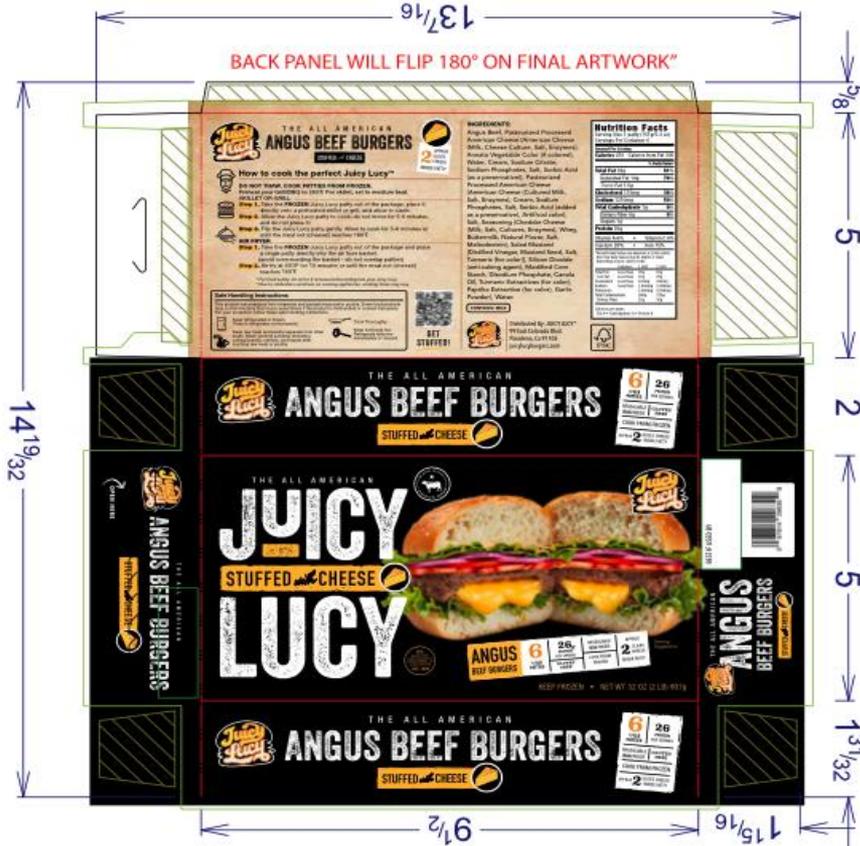
70% of burgers are sold  
with cheese

**34% of American consumers  
are aware of Juicy Lucy, as a  
recipe**

“the juicy lucy may be the best burger in America”

# Juicy Lucy™

## The All American Cheese



### The All American Juicy Lucy

#### 6 Pack

5.3oz Patties

- 4.1oz Angus Beef [85/15]
- 1.2oz American Cheese & Spice Blend
- 4.78" diameter
- 3/4" thick

#### Unit Box

9.5" x 5" x 2"

#### Net wt/Retail Box

32oz / 907g / 2lbs

#### Pallet Configuration

47.81" x 36.75" x 49"

48 masters/pallet

- 26 grams of protein per serving
- Resealable Bag
- Gluten Free



Juicy Lucy Angus Beef Burgers stuffed with American Cheese, 5.3 oz

10/11/2025

#### Nutrition Facts

Serving Size 151 g (5.3 oz)	
Servings Per Container 6	
<b>Amount Per Serving</b>	
<b>Calories 410</b>	<b>Calories from Fat 300</b>
<b>% Daily Value*</b>	
<b>Total Fat 33g</b>	<b>51%</b>
<b>Saturated Fat 14g</b>	<b>70%</b>
<b>Trans Fat 1.5g</b>	
<b>Cholesterol 115mg</b>	<b>38%</b>
<b>Sodium 1210mg</b>	<b>50%</b>
<b>Total Carbohydrate 1g</b>	<b>0%</b>
<b>Dietary Fiber 0g</b>	<b>0%</b>
<b>Sugars 1g</b>	
<b>Protein 26g</b>	
<b>Vitamin A 6%</b>	<b>Vitamin C 0%</b>
<b>Calcium 20%</b>	<b>Iron 15%</b>
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories 2,050 2,500
<b>Total Fat</b>	Less than 65g 80g
<b>Saturated Fat</b>	Less than 20g 25g
<b>Cholesterol</b>	Less than 300mg 300mg
<b>Sodium</b>	Less than 2,400mg 2,400mg
<b>Total Carbohydrate</b>	300g 375g
<b>Dietary Fiber</b>	25g 30g

INGREDIENTS: Angus Beef, Pasteurized Processed American Cheese (American Cheese (Milk, Cheese Culture, Salt, Enzymes), Annatto Vegetable Color (if colored), Water, Cream, Sodium Citrate, Sodium Phosphates, Salt, Sorbic Acid (as a preservative)), Pasteurized Processed American Cheese (American Cheese (Cultured Milk, Salt, Enzymes), Cream, Sodium Phosphates, Salt, Sorbic Acid (added as a preservative), Artificial color), Salt, Seasoning (Cheddar Cheese (Milk, Salt, Cultures, Enzymes), Whey, Buttermilk, Natural Flavor, Salt, Maltodextrin), Salad Mustard [Distilled Vinegar, Mustard Seed, Salt, Turmeric (for color)], Silicon Dioxide (anti-caking agent), Modified Corn Starch, Disodium Phosphate, Canola Oil, Turmeric Extractives (for color), Paprika Extractive (for color), Garlic Powder), Water.

Contains Milk.

# Why Now

- Frozen food demand is booming
- Easy to cook at home foods are needed
- Convenience is at top of mind for consumers
- \$70B global frozen food market and growing
- Consumers prioritizing convenience and quality
- First mover advantage in this niche gourmet burger space
- The first-time launch of a cheese stuffed frozen beef burger launch in the country



# Licensing the Juicy Lucy™ Brand

Juicy Lucy is not just a recipe, it's also a brand. Our trademarked brand name is ubiquitous with this classic cheese-stuffed burger patty. This means instant brand recognition in the market place.

Licensing with us gives the licensor a proven patty recipe along with protected name recognition in either frozen retail or food service markets. Each route - Retail or Food Service, we have you covered. We see many different avenues to expanding the Juicy Lucy brand name across the country and Licensing is one major benefit for all parties involved.

## Licensing Highlights

- Established Brand Name Recognition
- Proven Recipes
- Consistent Outcomes
- Raw or Fully Cooked
- Retail or Food Service



# Market Opportunity

- U.S. Packaged Burger Market projected to grow from \$7.3B in 2023 to \$11.3B by 2030
- Frozen burger segment leading the charge, expected to reach \$8B by 2030
- Premium frozen segment is the fastest-growing category
- Target demographics: foodies, busy professionals, families, millennials, and sports fans

The global packaged burgers market size was valued at US \$7.3 billion in 2023 and is expected to grow at a CAGR of 7.9% from 2025 to 2030. This expansion is primarily driven by changing consumer preferences that favor **convenience and ready-to-eat meals**. As lifestyles become busier, the demand for quick meal solutions, such as packaged frozen burgers, is increasing. These are also becoming a popular option among consumers seeking taste and convenience.

The frozen segment dominated the packaged burgers industry with the largest revenue share of 83.4% in 2024, primarily due to its convenience and longer shelf life. Consumers increasingly prefer frozen burgers as they can be stored for months, making them an ideal choice for busy lifestyles. In addition, advancements in freezing technology have improved the quality and taste of these products, enhancing consumer satisfaction. The ease of preparation with minimal cooking time further drives demand, as many people seek quick meal solutions without compromising taste or nutrition.

As traditional meat burgers remain a staple in many diets, the demand for high-quality, flavorful options continues to rise. In addition, innovations in meat processing and flavor enhancement enable manufacturers to create more appealing products that meet consumer expectations of specific quality and taste.

The U.S. packaged burgers market dominated North America in 2024, driven by the increasing demand for convenience foods, as busy lifestyles prompt consumers to seek quick meal solutions that require minimal preparation time. Packaged burgers offer a ready-to-eat option that aligns with this need, making them popular among American consumers.



# Competitive Advantage

Despite their dominance in the broader packaged foods space - Campbell's Company, The Kraft Heinz Company, WK Kellogg Co, and BUBBA Foods LLC, these companies are actively innovating to meet growing consumer demand for convenience and quality, they have yet to tap into the cheese-stuffed burger category — a gap Juicy Lucy Inc. is uniquely positioned to fill.

None of the major players in the packaged burger market offer a cheese-stuffed burger patty.

Juicy Lucy Inc. has spent years in research and development to perfect the first-ever cheese-stuffed frozen burger patty to hit the market.

As the pioneer of this innovative product, Juicy Lucy Inc. stands as the clear leader in this emerging — and currently untapped — category

# Juicy Lucy™ in the News

LA *ist*



(Adam Bartoszewicz / Unsplash)

You would think National Cheeseburger Day would fall somewhere closer to July 4, but whatever the date, it's never a bad time to get a great deal on a burger. [Smashed Station](#) in Burbank will be giving out free cheeseburgers (smashed or regular) to the first 50 customers, plus they are hosting a giveaway on their [Instagram](#), where the winner will receive a full year of free burgers. Not to be outdone, Barney's Beanery in West Hollywood, Burbank, Santa Monica, Westwood, and Pasadena will be doing half-off their Juicy Lucy burgers from 12 p.m. to 9 p.m. Fast food chains including Wendy's and Carl's Jr. are also planning promotions.

FOOD MUSIC ENTERTAINMENT ARTS CULTURE CANNABIS

LA WEEKLY



Juicy Lucy Burger (Courtesy Barney's Beanery)

Another limited-time collaboration takes place on Friday, August 23 at [Barney's Beanery](#) in West Hollywood when the historic joint will join forces with [Lei'd Cookies](#) and [Sad Girl Creamery](#) to offer a dining experience featuring their signature Juicy Lucy burgers and custom ice cream sandwiches. From 5 p.m. to 8 p.m. indulge in Barney's Beanery's Juicy Lucy burgers for half-off alongside crafted ice cream sandwiches featuring guava jam ice cream, with cookie options like chocolate chip, ube matcha, and guava goat cheese.

LA *ist*

MORNINGSTAR

LA WEEKLY

FOX 11  
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FOODS&BEVZ.COM

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Los Angeles Times

# Juicy Lucy™ in the News



## Juicy Lucy Debuts Updated Cheese Stuffed Burgers and New Packaging

www.frozensbiz.com

Juicy Lucy, the brand known for frozen cheese-stuffed burgers marketed in the freezer aisles of US retail food stores, has unveiled an updated product line and newly reconfigured packaging. The take-home "no prep required" varieties are designed for convenience and packed with rich, savory flavors for a restaurant quality gourmet burger experience.

The Juicy Lucy patties are available in two varieties: Jalapeño Cheese and Four Cheeses. Each offering is packaged in a box containing six burgers in resealable bags. The Jalapeño Cheese option features a rich blend of real Cheddar and jalapeños, while the Four Cheeses burger is stuffed with a mix of Cheddar, Swiss, Jack and Mozzarella. Made with premium Angus Beef, the patties weigh in at 5.2 ounces each and contain 26-27 grams of protein.

Entering the frozen food departments of supermarkets and other grocery stores in 2023, Juicy Lucy Burgers debuted at Barney's Beanery full-service bar/restaurants in the Los Angeles area. The patties are gluten-free.

"We've reimagined our product line with improved recipes and a thoughtful design," said A. J. Sacher, co-founder of Juicy Lucy. "Our aim is to make it easier for everyone to enjoy the signature Juicy Lucy taste in the comfort of their homes."

# Go-To-Market Strategy



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- National PR launch with celebrity Chef Aldo Lanzillotta to build product awareness of Juicy Lucy™ Burgers for trade press
  - In store demos and sampling
  - Influencer and chef collaborations
  - Amplify buzz in regional markets (Minnesota/upper Midwest, Southern California, New York/New Jersey)
  - Announce Juicy Lucy™ Burgers are now available in various markets, highlighting where the products will be located
  - Press release will be pitched directly to industry contacts shared via PR Newswire and distributed to industry outlets
  - Progressive Grocer, Frozen & Refrigerated Buyer, Deli Market News, Perishable News, Food Dive, etc



# Juicy Lucy™ R&D

Our team has reinvented the Juicy Lucy™ to not just include cheese but has also blended other ingredients to make the experience more enjoyable but to also give our customers more value from each bite. And all of this from the frozen section.

Each proprietary recipe allows for the meat and cheese to cook perfectly and consistently to always achieve the perfect result – a cheese stuffed burger patty that is ready to eat within 12 minutes! from frozen...

Currently, Juicy Lucy Inc is focusing on our take of the original classic flavor and developed the 'Four Cheese' Juicy Lucy™ and for spicy hot food lovers, the incredibly popular 'Jalapeño Cheese' Juicy Lucy™.

Our culinary team is continuously developing and perfecting other recipes with different cheese/flavor combinations, such as - BBQ Bacon Juicy Lucy, Bacon Cheese Juicy Lucy, Mushroom Swiss Juicy Lucy, Truffle Juicy Lucy, Steak & Cheese Juicy Lucy... and Many Many more.

# Current Partners & Interest



## Contact Us:

Juicy Lucy Inc

99 E Colorado Blvd

Pasadena, CA 91105



Aldo Lanzillotta

[aldo@juicylucyburgers.com](mailto:aldo@juicylucyburgers.com)

323.717.7189

David Houston

310.570.5199

AJ Sacher

[aj@juicylucyburgers.com](mailto:aj@juicylucyburgers.com)

310.403.0314