



Sales Folder



## WHY CAPRICHOKE

- The burger segment is growing at a rapid pace. In fact, it is the segment seeing the most growth.
- The trend is towards **healthier** and **more gourmet** burgers.
- And that's where **Caprichoke** by **Caprichos del Paladar** comes in.
- A new category of **premium 100% plant-based burger** for all audiences.
- This is not a vegan burger or a fake meat-flavored burger, **it is a burger made only with our best artichokes**, that tastes of what it is supposed to taste of, ARTICHOKE.
- A new product that will offer you a **new and fresh** opportunity to continue surprising your customers and generate new business.
- There is no other plant-based burger in which the main ingredient is, simply, this vegetable.





## A CONTEMPORARY AND FRESH BRAND

The **Caprichoke** brand arises from the combination of the words **Caprichos** and **Artichoke**.

An elegant, modern and innovative brand. A brand that will help us to be recognised in the market and to conquer a relevant space in the **healthy burger** segment.

Because if we combine a good product with a great brand... the result is unstoppable!

Caprichos + artichoke = **Caprichoke**





## ARTICHOKE BURGER

### CONSERVATION INSTRUCTIONS


- The artichoke burger must be **kept frozen** at a temperature below -18 °C.
- Choose the burgers to be consumed and remove them for their consumption.  
(Do not remove the entire box).
- **Pre-cooked product** ready to be served in any way:  
Griddled, barbecued, baked and microwaved.

### INSTRUCTIONS FOR PREPARATION ON GRIDDLE OR GRILL

- Remove from the freezer 5 minutes before cooking the desired portions. Cook while frozen or partially thawed.  
(Maximum temperature 2°C).
- Cook with high heat.
- Cook directly without the need to add oil, as it is already included. Serve to taste.

 5-6 min

 1 min

 6-8 min







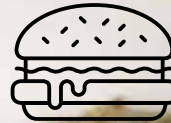
## FORMATS



### mini

Perfect for events,  
catering and tapas.

Approx. **30 g**



### standard

Perfect for everyday use.

Approx. **114 g**



### XL

Perfect for creating  
XL Burgers.

Approx. **160 g**



## PRESENTATION / PACKAGING

- 
- A simple but elegant box.
  - Compostable.
  - Adequate and manageable size.
  - QR and specific website address to keep other information updated, such as photos, recipes...
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# ADVANTAGES FOR THE HOTEL AND CATERING INDUSTRY

- **Profitable:** **Caprichoke** is a competitive and profitable option in the healthy burger segment, as it is a product without direct competition and with high added value that can provide a good margin.
- **Easy:** a perfect dish for “**fast good**”. Quickly prepared, tasty and gourmet.
- **Versatile:** it can be offered as a main course, plated, in a bun, as tartar, alone with other vegetables or with animal protein... it leaves space for the chef's creativity.
- **No wastage:** there is no wastage of any kind.
- **Non-seasonal:** available all year round.
- **Innovative:** an alternative to connect with new customers of all kinds, both carnivores and vegans.
- **Multi-sectoral:** for all ages (children to adults) and catering sectors.

**Caprichoke is a product that is fully aligned with the market's current trends and demands.**







## IDEAL FOR:

- All kinds of restaurants that are comfortable with the "**fast good**" trend.
- Organised and industrial catering.
- Events and gourmet catering companies.
- Hotels.
- Gourmet food trucks.







# MARKETING SUPPORT

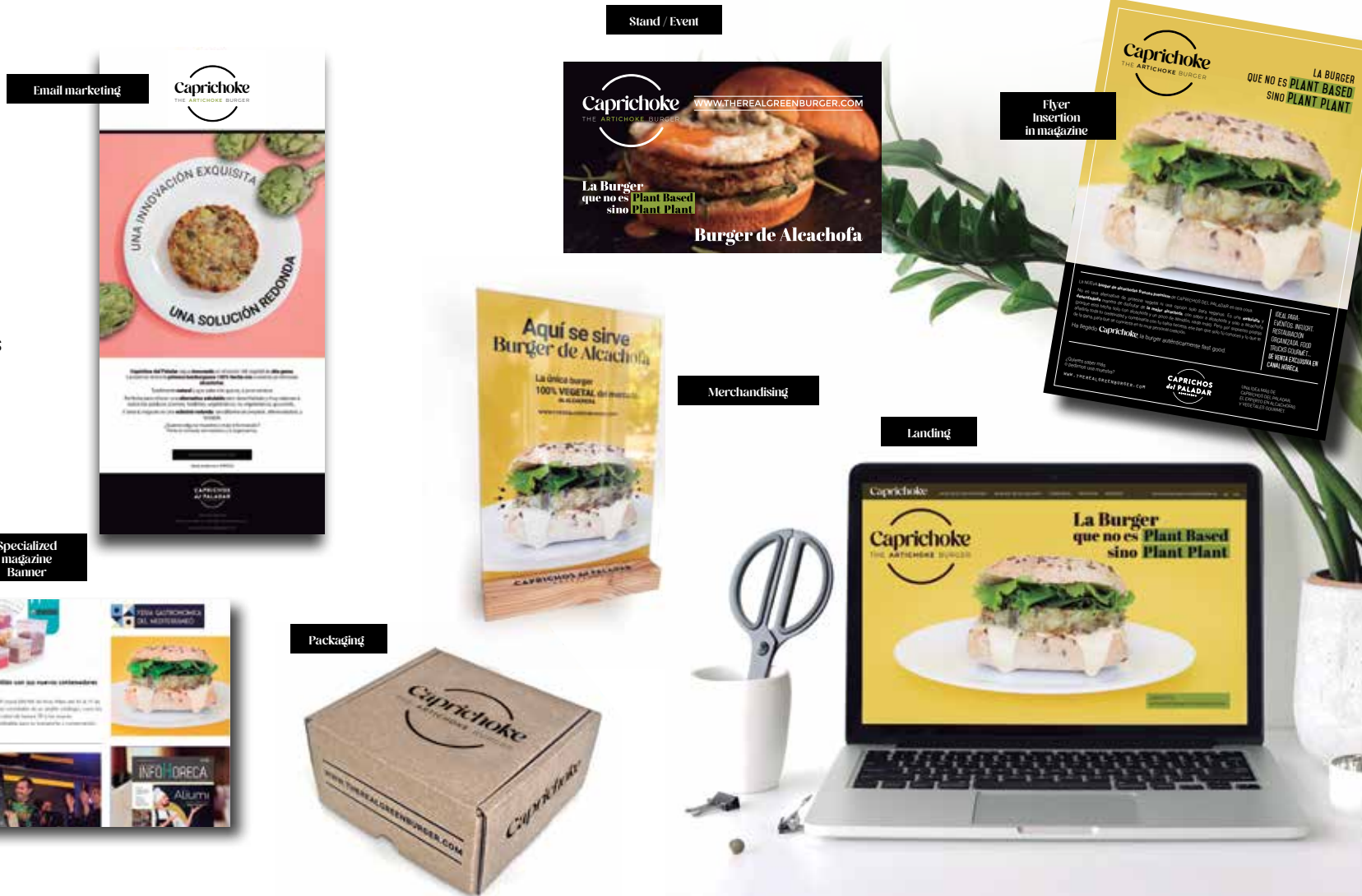
We're going to support you. That's our style, as you already know. And this time will be no different. Well, actually, it will.

Because we're going to make a special effort for the launch of this product, that we are sure is going to be a **winning product** with a large impact.

These are just some of the **actions** that make up the powerful marketing plan to position **Caprichoke**.

## ACTIONS:

- Insertions in specialised magazines
- Social networks
- Specific landing
- Events we will be present at
- Merchandising
- Email marketing
- Direct marketing





**Download our Caprichoke recipes!**



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[WWW.THEREALGREENBURGER.COM](http://WWW.THEREALGREENBURGER.COM)

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