

Recipes and inspiration from Hellmann's,
Official Partner of UEFA Women's EURO 2025™

Classic Burgers Recipe Guide



OFFICIAL PARTNER

KILLER CLASSICS

When it comes to killer classics it's hard to beat a mouth-watering stack. So, it's not surprising that burger sales have been resilient despite all that's happened in the past few years.

LET'S ATTACK THOSE STACKS and make the most of the UEFA Women's EURO 2025™ tournament!

With the **UEFA Women's EURO 2025™** tournament approaching, the opportunity for pubs, restaurants and hotels is huge!

This July the tournament will see increased footfall in hospitality venues, which means hotter kitchens and heightened competition.

In anticipation, we have crafted this classic burgers recipe guide to ensure your burgers remain on-trend, profitable, and consistently delightful—regardless of who's in the kitchen.

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HELLMANN'S is the
THE WORLD'S
Nº1
MAYONNAISE
CHOICE*
for your business and your
guests, delivering on taste,
texture and quality.



Making the most OF A CLASSIC MENU

Burgers are one of our most adaptable items, easily modified to meet the expectations of a changing culinary landscape while still able to successfully satisfy the need for a delicious, no-fuss casual dining throwback.



8

CLASSIC BURGER RECIPES

During the upheaval of the past few years, our love for a classic burger has remained constant. For diners who crave familiarity in times of change, could a burger be the ultimate comfort food?

The recipes for these eight burger joint favourites feature simple but flavour-filled ingredients.

Match them with a side of fries and a shake for the ultimate hit of comfort food!

HONEST TO GOODNESS AMERICAN CHEESE BURGER

This recipe is about getting the basics right! Grind your own meat if you can, use quality produce and don't fuss with too many ingredients, except don't forget to use the best mayo of course! Simple but delicious burgers are the holy grail of Americana. Do them right and watch them sell by the truckload!

SERVES 10

1.5kg whole beef chuck with fat cap
Salt and pepper to season
20 slices American burger cheese
10 burger buns
300g Hellmann's Real Mayonnaise GF
200g lettuce, shredded
200g brown onion, finely diced
200g American mustard
200ml tomato ketchup
Pickles, sliced

Burger

1. Mince the chuck steak on medium grind and form into 150g patties or get your butcher to do it.
2. Season lightly with salt and pepper, cook to desired liking on the grill.

To Assemble

3. Once the patties are nearly cooked, place on the cheese and allow to melt. Cut and grill the buns. Assemble burger in the following order – bun base, Hellmann's Real Mayonnaise GF, lettuce, beef patty with cheese, onion, mustard, ketchup, pickles and top bun.



SMOKIN' BRISKET BURGER.

Everything you could ask for in a burger.

**Meaty,
smoky and
delicious**

Serves 10

20ml olive oil
3kg beef brisket
4 red onions, chopped
25g Knorr Professional Garlic Purée
6 medium carrots, thickly sliced
4 celery sticks, thickly sliced
800g Knorr Professional Arrabbiata Ready To Use Sauce GF
25g Knorr Professional Chicken Paste Bouillon
500ml water
30ml liquid smoke
1.5kg beef mince (80% fat)
200g Hellmann's Professional Mayonnaise
200g Knorr Professional Barbecue Ready To Use Sauce GF
20ml liquid smoke
10 milk buns, halved and toasted
200g pickled red cabbage
10 American cheese slices

Beef Brisket

1. Heat oil and sear seasoned beef brisket. Transfer to full gastronome tray. Add onions, Knorr Professional Garlic Purée, carrots and celery to pan. Cook, stirring for 3–5 minutes or until vegetables start to brown, then add to beef brisket.
2. Pour over Knorr Professional Arrabbiata Ready To Use Sauce GF, Knorr Professional Chicken Paste Bouillon, water and 30ml of liquid smoke. Braise in a combi oven for 3 hours at 140°C dry heat or until tender.

Patty

3. Season beef mince with salt and pepper. Form into 10 even patties and cook over chargrill until medium well.
4. Add cheese for last minute of cooking to melt slightly.

To Assemble

5. Combine [Hellmann's Professional Mayonnaise](#), Knorr Professional Barbecue Ready To Use Sauce GF and 20ml of liquid smoke.
6. Spread base of burger bun with extra Hellmann's Professional Mayonnaise, then top with cabbage, beef patty, beef brisket and finally Knorr Professional Barbecue Ready To Use Sauce GF.

BEEF BURGER WITH DEEP FRIED BACON AND THOUSAND ISLAND DRESSING

Serves 10

1.5kg beef chuck, minced
10 slices American cheddar cheese
500ml buttermilk
400g streaky bacon
300g plain flour
40g Knorr Aromat Seasoning
Pepper
10 brioche or milk buns, halved
50g cos lettuce
200g tomato, sliced
200g large pickles, sliced lengthways
French fries
300g Hellmann's Professional Mayonnaise
30g white onion, finely chopped
50g Hellmann's Ketchup
50g sweet pickle relish
10g Knorr Professional Garlic Purée
5g chilli paste

**Deliver steak-like
flavour to your
burgers.**

**Add American cheddar,
bacon and a Thousand
Island dressing
on grilled brioche.**



Burger

1. Season mince well and form into 10 patties using a mould.
2. Grill burger until medium rare, placing cheese on top to melt for final minute.

Deep Fried Bacon

3. Place buttermilk in a bowl. In a separate bowl combine flour, Knorr Aromat Seasoning and season with pepper. Coat a slice of bacon in flour mixture, then in buttermilk, then flour again. Deep fry until crispy.

Thousand Island Dressing

4. Combine Hellmann's Professional Mayonnaise, white onion, Hellmann's Ketchup, sweet pickle, Knorr Professional Garlic Purée and chilli paste.

To Serve

5. Grill the buns, then place the lettuce, tomato, meat patty, pickles, deep fried bacon and top with bun, serve with French fries.

Chef's Tip

6. Ask your butcher or meat supplier to put the beef chuck through the mincer once for a coarser mince.
7. To save time you can substitute Thousand Island Dressing.



FRIED CHICKEN BURGER

The chicken in this burger is marinated in buttermilk, giving it an extra succulent texture and flavour. Marinate for as long as possible, overnight is preferable. The dried herbs are a combination of classic southern fried chicken seasonings.

Serves 10

600ml buttermilk
1kg chicken thigh fillets, trimmed
300g plain flour
2g dried oregano
5g onion powder
2g garlic powder
3g ground white pepper
2g sweet paprika
10 burger buns
300g Knorr Professional Barbecue Ready To Use Sauce GF
200g Hellmann's Professional Mayonnaise
2 baby cos lettuce, roughly chopped
2 red onions, sliced
3 plum tomatoes, sliced
400g dill pickles, thinly sliced
10 slices American cheese

Chicken

1. Place buttermilk in a large bowl and add chicken thigh fillets. Mix until fully coated. Cover and refrigerate for 6 hours or overnight.
2. Combine flour with all herbs and spices in a large bowl, season. Drain chicken from buttermilk and toss to coat in flour mixture.
3. Deep fry chicken pieces until golden brown and cooked through. Drain on paper towel.

Sauce

4. Mix Knorr Professional Barbecue Ready To Use Sauce GF with Hellmann's Professional Mayonnaise until fully combined.

To Assemble

5. Split and lightly toast burger buns.
6. Spread both sides of each bun with the prepared sauce. Top with lettuce, onion, tomato, pickles, chicken and cheese.

To Serve

7. Serve accompanied with chips and coleslaw.

CRISPY FISH BURGER WITH JALAPEÑO TARTARE SAUCE

Serves 10

100g large pickles, finely chopped
3 jalapeños, finely chopped
30g parsley, finely chopped
60g salted capers, rinsed, drained, finely chopped
400g Hellmann's Real Mayonnaise GF
30g dijon mustard
20 small battered fish fillets
10 brioche buns
50g curly lettuce
1 red onion, thinly sliced
5 fresh jalapeños, thinly sliced
Beer-battered fries

Tartare Sauce

1. Combine Hellmann's Real Mayonnaise GF, dijon mustard and all other ingredients in a bowl.

To Serve

2. Deep fry fish.
3. Grill the buns and on each bun place tartare sauce, followed by lettuce, onion, fish, tartare sauce, jalapeño and top them with a bun.
4. Serve with beer-battered fries.

Chef's Tip

5. Use a battered fish as opposed to a crumbed fish for this burger.
6. To save time you can substitute Colman's Tartare Sauce.

Using Hellmann's Real Mayonnaise as the base for your tartare sauce will make sure this burger stands out from the crowd.



MAC & CHEESE BURGER

Serves **xxx**

600g steak mince 12% fat
300ml Knorr Cheese Sauce
200g cooked Knorr Macaroni
100g grated mature cheddar (optional)
1 beaten egg (with 100ml water)
Plain flour
Breadcrumbs
4 brioche burger buns toasted
4 tbspn Hellmann's Tomato Ketchup
4 Burger Cheese
8 tbspn Hellmann's Real Mayonnaise

Burgers

1. Put the mince in a bowl. Mix everything else in with your hands and divide into 4 equal portions.
2. Flatten each portion into a very thin patty. They'll shrink a bit in the pan so make them wider than the bun by 1cm at least and rest in the fridge while you prepare the macaroni cheese.
3. Mix the pasta and sauce (and additional cheese) together. Divide into 4 150g balls and breadcrumb them by first rolling in flour, then beaten egg and finally breadcrumbs.
4. Press the macaroni cheese balls down to a flattened shape the same circumference of the burger bun, then deep fry until golden at 175°C for 4-5mins. Top each macaroni cheese patty with cheese and melt under the grill or bake in the oven until melted.
5. Heat a non-stick frying pan on a high heat. Fry the patties for 2-3 minutes each side and keep pressing down as you cook to get crispy edges. You won't be able to get all 4 in one pan, so as you finish, transfer them to a baking tray and keep warm while you prepare the buns.

To Serve

6. Divide the mayonnaise between the burger bun bottoms and top with a macaroni cheeseburger. Place the beef burger on top, then add the tomato sauce. Add the bun tops and skewer each to hold it together before serving with fries.

Perfect for
kids

FAMILY OF KOREAN CHEESEBURGER SLIDERS



Perfect for
families

Serves **xxx**

360g steak mince 12% fat
2 tspn Knorr Professional Beef Bouillon Powder
4 mini seeded burger buns toasted
4 tbspn Hellmann's Mayonnaise Blended with Gochujang Paste
½ a baby gem shredded
1 slice of burger cheese cut into 4 squares
4 rashers of streaky bacon grilled until crispy

Burgers

1. Put the mince in a bowl. Mix bouillon in with your hands and divide into 4 equal portions.
2. Flatten each portion into a very thin patty. They'll shrink a bit in the pan so make them wider than the bun by 1cm at least and rest in the fridge while you prepare the macaroni cheese.
3. Heat a non-stick frying pan on a high heat. Fry the patties for 2-3 minutes each side and keep pressing down as you cook to get crispy edges. Remove from the heat and top each patty with a cheese slice to melt.

To Serve

4. Divide the lettuce between the burger bun bottoms and top with the burger.
5. Break each slice of streaky bacon in half across the width and put on top of the burgers.
6. Spoon a generous dollop of gochujang mayonnaise on top of each bacon burger. Add the bun tops and skewer each to hold them together before serving.

Your BURGER SAUCE Essentials

Explore our wide range of high-quality product solutions and get set to punch out crowd-pleasing classics and forward-facing burger sauces with ease.



HELLMANN'S PROFESSIONAL MAYONNAISE

Professional mayo designed by chefs for professional kitchens and for maximum stability in all applications.



HELLMANN'S VEGAN MAYO

The authentic taste of Hellmann's Real Mayonnaise in a vegan-friendly recipe that is ideal for plant-based menus.

Our FRONT OF HOUSE Range

HELLMANN'S 430ML

Our classic range of Hellmann's mayonnaise, in 100% recycled squeeze bottles, perfect for front and back of house application.



DISPENSERS

Great for your brand, great for the planet. Hellmann's branded dispensers save on plastic and product waste while boosting your front-of-house brand presence.



PORTION PACKS

An ideal grab-and-go solution, Hellmann's sachets are hygienic, recognised by all and perfectly portioned.



HELLMANN'S 850ML

Available in a range of popular flavours, our Hellmann's 850ml range are easy to use with one hand, perfect for fast, efficient service or customers on-the-go.



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Classic Burgers



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