

HISTORY OF HAMBURGERS

The hamburger is known today as one of the staples of American cuisine but, it has a long history outside the United States. The dish traveled far and evolved over time to become what we know today as the hamburger.

1200: A MEAL FOR SOLDIERS



The Hamburger's journey starts in Mongolia where Mongol warriors, being constantly on the move, would stuff scraps of meat underneath their horse saddles. The meat would be tenderized by the friction between the horse and the saddle.

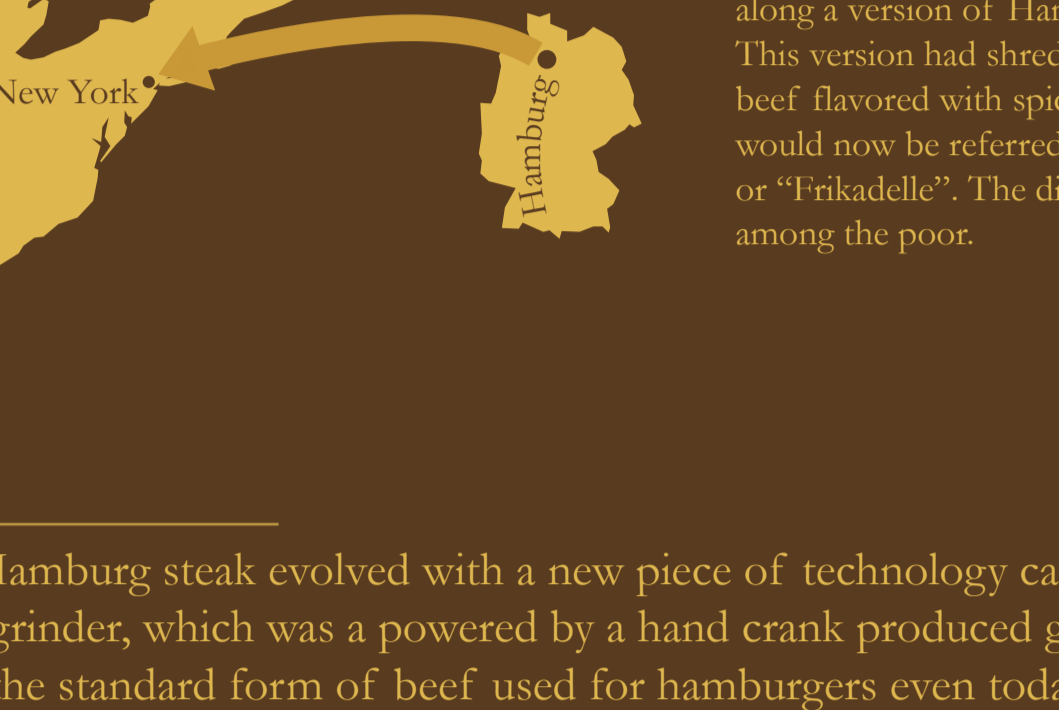
1238



After the Mogols, under Kublai Khan invaded Moscow, the Russians adopted this ground meat dish and called it "steak tartare". Tartare is the name given to the Mongols by the Russians.

1600

It was around this century when minced beef dishes like steak tartare became a delicacy across Europe, with some countries adding their own touch making the beef into sausages.

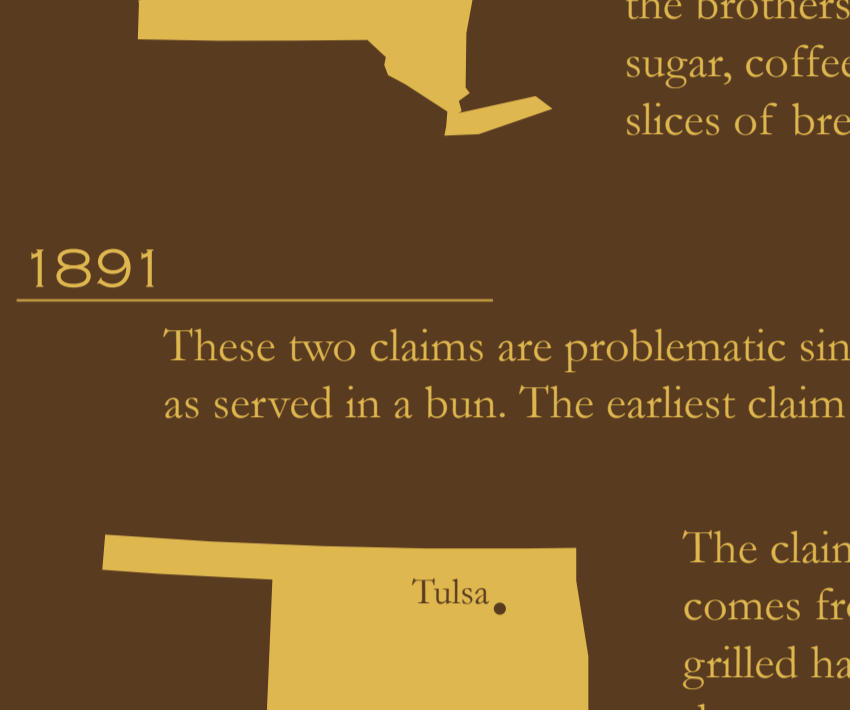


Through maritime trade, steak tartare made its way to the ports of Hamburg, Germany and was renamed "Tartare Steak"

1700: AMERICA BOUND

In the 18th century when steak tartare made its way to America One of the largest ports in all of Europe was in Hamburg, so it made sense for American settlers to trade resources.

Sailors from New York brought tartare steak back, and gave it a new name: "Hamburg steak".



German immigrants also brought along a version of Hamburg steak. This version had shreds of low grade beef flavored with spices. This variant would now be referred to as "Bulette" or "Frikadelle". The dish was popular among the poor.

1800

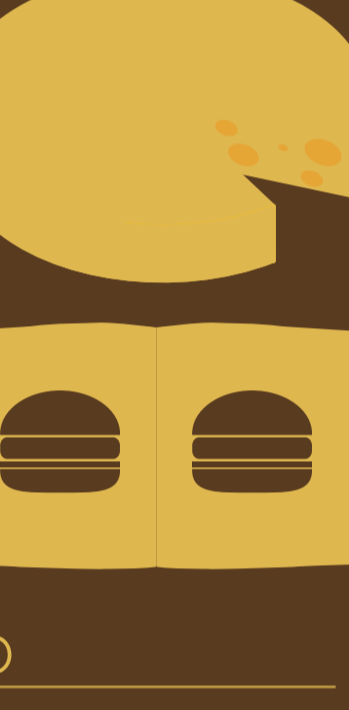
The Hamburg steak evolved with a new piece of technology called a meat grinder, which was a powered by a hand crank produced ground beef, the standard form of beef used for hamburgers even today.

1885: CLAIMS TO FAME

The question now, is when did the Hamburg steak become the hamburger known and loved by so many today? Two of the oldest claims date back to 1885.



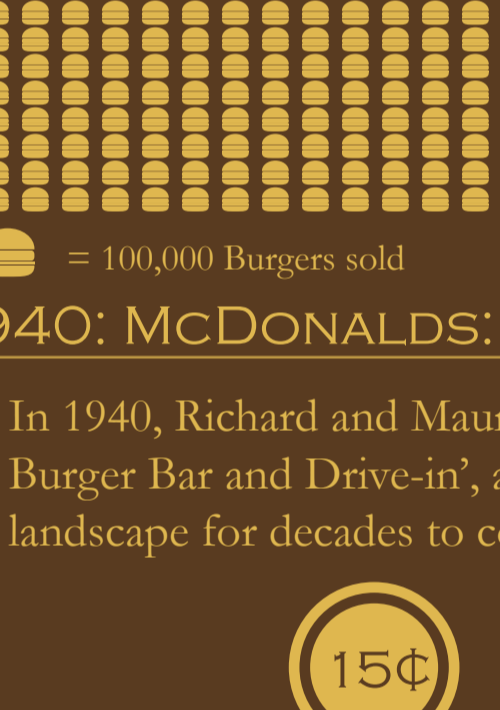
1885: at the Outagamie County Fair in Seymour, Wisconsin, Charles Nagreen sold flattened meatballs served in two slices of bread after noticing people had trouble eating the meatballs on the go.



1885: Frank and Charles Menches invented the hamburger traveling with a concessions circuit. In Hamburg New York, the brothers mixed ground beef with brown sugar, coffee, and spices serving it between 2 slices of bread.

1891

These two claims are problematic since some define the burger as served in a bun. The earliest claim for this comes in 1891.



The claim for first hamburger on a bun comes from Oscar Weber Bilby, who grilled hamburgers and served them on homemade buns west of Tulsa, Oklahoma as early as 1891.

1900: HAMBURGER ON THE RISE

Regardless of who invented the hamburger, by the 1900's the burger was an American staple served across the country.

1902

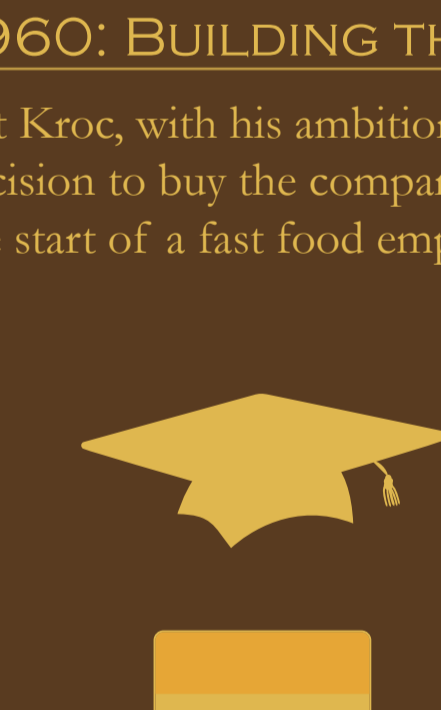
A local paper in Decatur, Illinois predicted that 25,000 hamburgers were sold in a day



1920



In 1921, Walt Anderson, and Edgar Waldo Ingram establish White Castle in Wichita, Kansas making it the first hamburger chain in the US



In the 20's people started topping burgers with cheese inventing the Cheeseburger

By the 20's the hamburger appeared in works like *Free Air* by Sinclair Lewis.

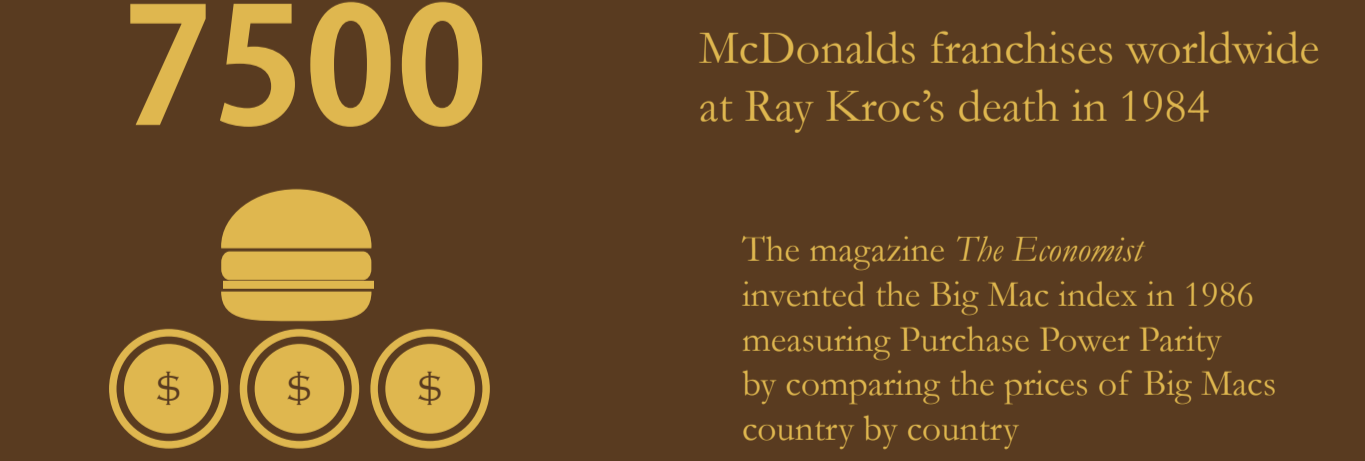
1930

"I'd gladly pay you Tuesday for a Hamburger today"
~ J. Wellington Wimpy (Popeye)

Comic characters such as Wimpy from Popeye helped popularize hamburgers, and even the names of restaurant chains. Wimpy Grills was established in 1934.

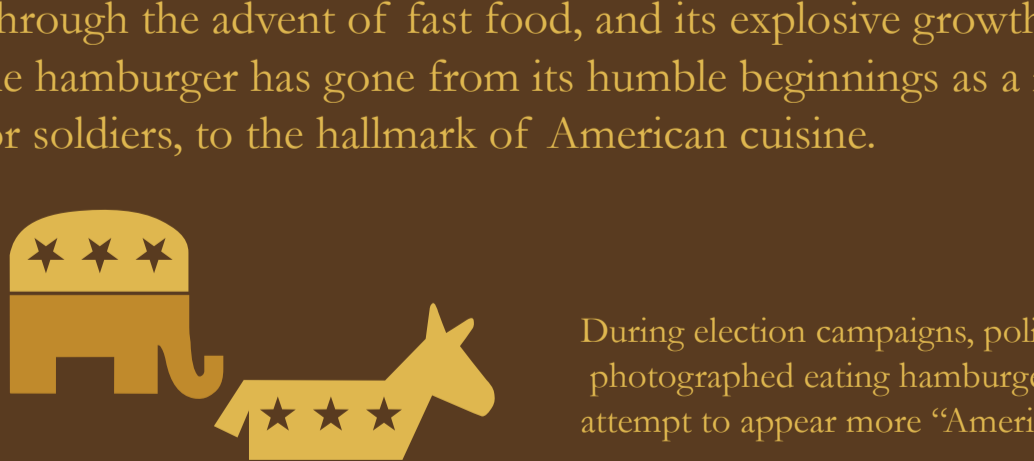
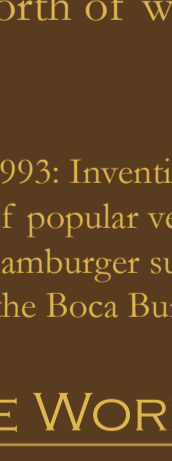
1935

By 1935, White Castle was selling 40 million hamburgers annually



1940: McDONALDS: ADVENT OF "FAST FOOD"

In 1940, Richard and Maurice McDonald opened 'McDonald Brothers Burger Bar and Drive-in', and the focus on speed changed the burger landscape for decades to come.

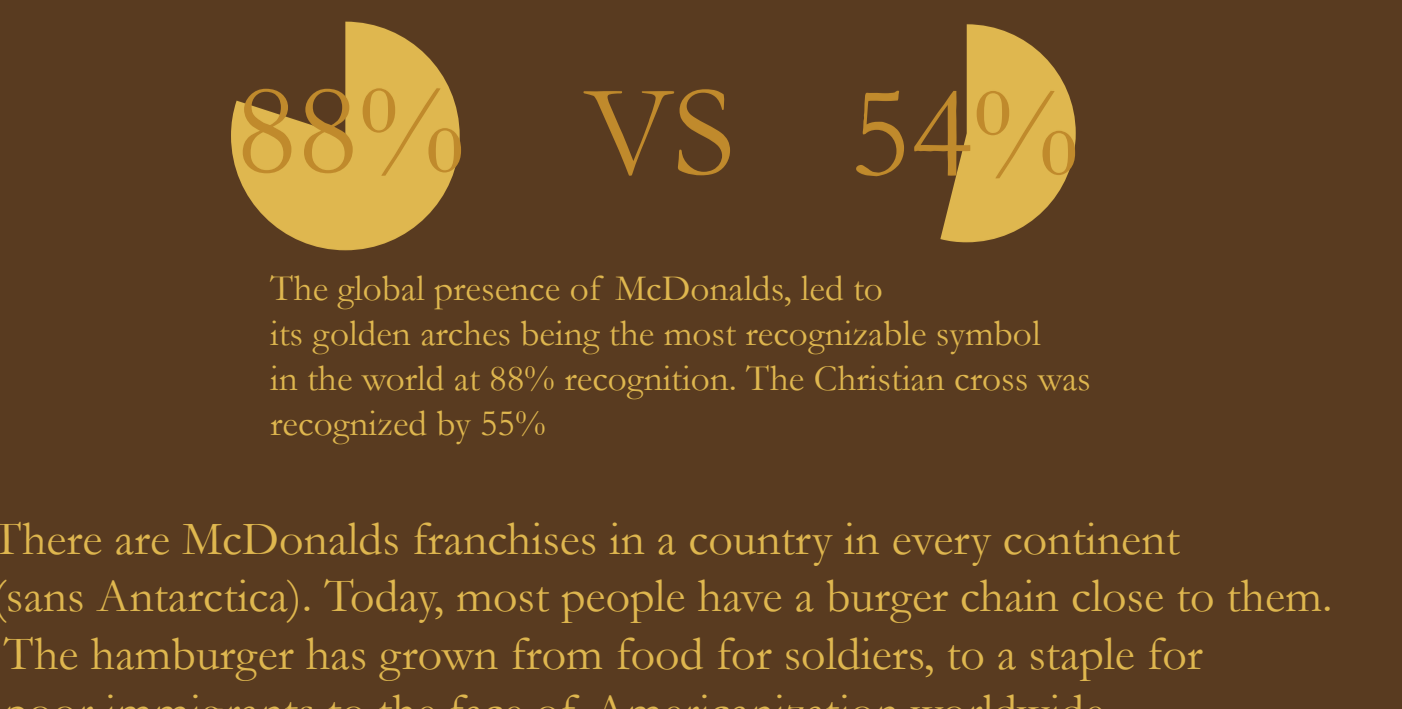


Seconds McDonalds claimed it could serve a full meal to a customer

1950: COMPETITION



Restaurant chains inspired by the McDonald brothers' business model



1960: BUILDING THE GLOBAL EMPIRE

Rat Kroc, with his ambition to expand the McDonalds brand, makes the decision to buy the company from the brothers in 1961. This purchase marks the start of a fast food empire.

First class graduates from Ray Kroc's Hamburger University in 1961 with degrees in Hamburgerology

By 1963, McDonald's sells a million hamburgers daily

McDonalds goes international opening a franchise in Canada in 1967

McDonalds invents the Big Mac in 1968 to compete with Burger King's Whopper

Dave Thomas founds Wendy's in 1969 believing Americans wanted bigger hamburgers

1970

McDonalds establishes it's first restaurant in Tokyo, Japan 1971

1980

McDonalds franchises worldwide at Ray Kroc's death in 1984

The magazine *The Economist* invented the Big Mac index in 1986 measuring Purchase Power Parity by comparing the prices of Big Macs country by country

1990

The first McDonalds opens in Russia in 1993

Sun Mon Tue Wed Thu Fri Sat

the Big Mac cost a week's worth of wages

1993: Invention of popular vegetarian hamburger substitute: the Boca Burger

PRESENT: BURGERS AROUND THE WORLD

Through the advent of fast food, and its explosive growth, the the hamburger has gone from its humble beginnings as a meal for soldiers, to the hallmark of American cuisine.

During election campaigns, politicians are photographed eating hamburgers in an attempt to appear more "American".

There are around 35,000 McDonalds franchises in 113 countries and territories worldwide

McDonalds Locations

1317 - 14267

122 - 1316

12 - 121

2 - 11

0 - 1

The global presence of McDonalds, led to its golden arches being the most recognizable symbol in the world at 88% recognition. The Christian cross was recognized by 55%

There are McDonalds franchises in a country in every continent (sans Antarctica). Today, most people have a burger chain close to them. The hamburger has grown from food for soldiers, to a staple for poor immigrants to the face of Americanization worldwide

Michael Dickens
sources: Accur Images from: all-free-download.com, freepik.com, Brands of the World, Bation.com
Data from: thedailymeal.com, wikipedia.org, http://whatsookingamerica.net/History/HamburgerHistory.htm, http://alt.seriouseats.com/archives/2005/08/the-history-of.html, http://channel.nationalgeographic.com/can-the-story-of-food/videos/the-history-of-the-hamburger/, http://www.huffingtonpost.com/2013/07/28/burger-facts-trivia_n_3654636.html, http://www.burgerweb.com/burger-statistics/, http://charsbun.com/view/12730, Andrew Smith's "Hamburger: a global history", Josh Oresky's "The Hamburger: a History"