

A Whole Beast of a Griddle

Born by grilling gurus Sam and Alice Bryant, Whole Beast have made their mark in London's busy burger scene through a commitment to simplicity. This is embodied by only having one burger on their menu – a cheeseburger. So impressive is Whole Beast's take on this much-loved, classic option that Whole Beast has recently been awarded the prestigious 'Champion of Champions' title at the National Burger Awards 2024. During this event, Sam battled it out against 29 other national burger award winners for the supreme title. Since then, customer demand for the UK's best burger has turned up a notch, as Whole Beast Co-Founder, Sam Bryant, details:



"We were selling a lot of burgers before, but as soon as we won the Champion of Champions and it got out into the press, more and more people started coming in. It has completely changed our business!"

Not only did the National Burger Awards give Whole Beast a prominent place on the culinary map; but it also introduced them to the power and convenience of Synergy Grill Technology, given that this award-winning equipment supplier had provided electric griddles for all finalists to cook on during the event:

"We were so impressed with the griddle during the live-cooking event that straight after the awards, we got in contact with Synergy Grill Technology to get a griddle into our kitchen at Exale Taproom. We've never looked back since!"



With just one burger on their menu, Whole Beast are intent on perfecting their recipe and cooking technique. As a result, adopting an exceptional, electric griddle like Synergy's patented solution, was a no-brainer. Putting it simply, Sam said:

"Using a really good griddle to cook really good meat, allows our burger to be the best it can be."

Known for its ability to deliver succulent food by locking in moisture, Sam believed Synergy was the best option for their smash burgers - a thinner variety which chefs can agree are more prone to drying out. However, when using Synergy's griddle, Sam found that *"you still get a lot of moisture in the burger."* This is thanks to Synergy's industry-wide applauded patented process that is kinder to foods cooked.



Sam also became an electric griddle convert once introduced to Synergy Grill Technology. Whole Beast had previously only ever used gas griddles before live-cooking with Synergy at the National Burger Awards. Since then, Sam has applauded the consistency and precision offered by Synergy's electric alternative,

especially as this used less energy, saved money and minimised Whole Beast's carbon footprint. What's more, Synergy electric griddles return to a chef's desired cooking temperatures, quickly and efficiently, and provides 42% more cooking area for the same output. These USP's have been incremental for Whole Beast, especially given their growing popularity with hundreds of burgers going over the pass day-in, day-out.

Sam praised this saying:

"Above all, the Synergy griddle delivers consistency on demand. This means it produces a far superior product time-after-time."

Sam was also enthralled by the speed and simplicity of cleaning the griddle especially as this is used in their open kitchen.

"The Synergy griddle is so easy to maintain. It has a deep fat tray that is large enough to hold the waste and this is conveniently located which makes such a difference. On other griddles, these are normally too shallow or too small, but the Synergy griddle is so easy to maintain, which ensures we always want to keep it looking great."





Since winning Champion of Champions at the National Burger Awards, Sam has many other operators visiting Whole Beast to try their burger and to discover what cooking equipment they are using. This allows Sam to showcase the Synergy griddle as the secret behind their mouth-watering burgers. He explains:

"I am proud of our Synergy griddle and will continue to spread the word about it."

For more information on Whole Beast, please visit wholebeast.co.uk @wholebeast