

\$30 OFF X

The Journey to #BurgDifferent With Omaha Steaks

by [Stefanie McLeod](#) | Last updated Nov 21, 2024



< The Block

Recipes

Chef-Inspired Recipes

Cooking Tips

Cooking Methods

Hosting Gatherings

Gifting

Butcher's Tips

Community

Back in 1917, in a small town in the middle of the country – directly in the heartland of the U.S. in Omaha, Nebraska, to be exact – America’s Original Butcher wrote the book on **steak**. And now, over 100 years later, Omaha Steaks is rewriting the book on burgers.

We’re no stranger to innovation, though. From humble beginnings as Table Supply Meat Company to launching the first ever mail-order food and **meat delivery** service in 1952, Omaha Steaks is built on a legacy of innovation and our new burgers are taking their rightful place in the history books.



“We’ve been at the front of innovation for more than a century. From the first mail order catalog, to the first 800 number to purchase food, to selling steaks online in 1992 – innovation is not a “choice” we make. It’s WHO WE ARE. Our new burgers are in good company.”

“Just look at how far we’ve come,” says President and COO Nate Rempé. “We’ve been at the front of innovation for more than a century. From the first mail order catalog, to the first 800 number to purchase food, to selling **steaks** online in 1992 – innovation is not a “choice” we make. It’s WHO WE ARE. Our new burgers are in good company.”

Omaha Steaks iconic burgers have long been a customer favorite. In fact, according to VP and Chief Product Officer Brian Fowler, “We sold so many burgers in 2022 that you could reach the top of the Empire State Building more than 700 times if you stacked them on top of each other.”

Which begs the question, if our burgers were doing so well, why did we change them?

That answer, Fowler explains, can be traced back to one of Omaha Steaks core values. “We’re never satisfied with the status quo. We always believe that we can do more for our customers, and that was the idea here,” he shares. “Why settle for where we’ve been? Let’s get rid of the good and go for the great!”

And with that dedication to our customers and the unwavering pursuit of perfection that made us who we are today in mind, we began a multi-year, multi-million-dollar investment to give our customers the burger experience they deserve to truly achieve Burger Perfection.

“Nothing is more important than the promise that comes with putting the Omaha Steaks name on a product,” shares Rempé. “The decision to make this investment was

founded almost exclusively in ensuring we are KEEPING THAT PROMISE.”



The Perfect Burger

Before we could source new technology, we first needed to understand what makes an objectively perfect burger. “The dream started about eight years ago... we thought, ‘We gotta try with something that resembles that feeling of eating those patties made at home that crumble when you put them in your mouth,’” says VP and Chief Production Officer Christian Perversi.

To achieve this, we experimented with a number of equipment vendors until we found one who could produce the texture we were looking for. And in the end, this world-famous steak company took a cue from an Italian classic.

While our – and everyone else’s – original burgers were formed using a static circular mold into which we put as much beef as possible and “stamped out” individual patties, this new technology can be most easily compared to something you may have in your kitchen at this very moment.

With this new technology, a machine carefully massages the meat and pushes it through a mold similar to a stand mixer’s pasta noodle attachment, creating individual strands of meat that are perfectly parallel to each other, which are then gently formed to create a looser, homestyle texture our customers – and team members – are raving about!

“Our burgers are truly the most ultra-premium, ultra-badass, technologically advanced burger in the world,” exclaims Rempe. And how do we think our customers will react to this surprise upgrade? “I feel like this is going to be really exciting for customers because they didn’t see it coming,” anticipates Perversi.

Now we know the “how” and “why” behind the new texture, but what about the flavor? Simply put, it boils down to one word – the word that made us famous: steak.

That’s right, Omaha Steaks **PureGround®** Burgers are made from a single cut of steak, not the standard mix of ground beef.

So, what is a single cut of steak? Exactly what you’re hoping it is!

“We’re using a single cut of aged steak and that’s something that nobody else is doing,” shares Fowler. “That makes it a really exceptional experience and an absolute game-changer for our customers.” Simply put, it means that the next time you bite into an Omaha Steaks **PureGround®** Filet Mignon Burger, you are literally biting into steak on a bun.

“From the juiciness to the flavor to the mouthfeel to even the beautiful aesthetics of our perfect burger, you just can’t help but smile when you experience one,” promises Rempe.



Meet our lineup of **PureGround®** Burgers!



PureGround Filet Mignon Burger

Ground from 100% Omaha Steaks filet mignon, this is THE platinum standard in burgers. Our world-famous filet is buttery, fork-tender, and extra-juicy, making these one-of-a-kind burger patties hearty and flavorful.

Brian's Bite: *"It's tender and it's juicy and that's what you want out of a burger."*

Get the recipe: [The French Onion Filet Mignon Burger](#)

PureGround Brisket Burger

This gourmet burger is made from 100% beef brisket and the bold, inviting flavor is one you'll want to share with family and friends. This big, flavorful burger is sure to satisfy.

Brian's Bite: *"The carnivore's burger. It's transcendent – a cut that everybody loves."*

Get the recipe: [The Que Burger](#)



PureGround Sirloin Burger

Made from our lean, beefy, premium sirloin, these hearty patties deliver a bold and intensely flavored burger you'll crave again and again.

Brian's Bite: *"The ultimate backyard burger. It evokes feelings of nostalgia and love."*

Get the recipe: [Gouda Cheeseburger](#)

PureGround NY Strip Burger

Crafted entirely from our Butcher's Cut New York Strips, these unique burgers are lean and packed with bold, beefy flavor. They're guaranteed to impress at your next cookout.

Brian's Bite: *"The steakhouse burger. A classic steakhouse cut."*

Get the recipe: [The Mack Burger](#)



PureGround Ribeye Burger

This crave-worthy burger crafted from real Omaha Steaks Ribeye Steaks for that buttery, coveted ribeye flavor that you can only get with intense marbling.

Brian's Bite: *"Rich and juicy... a steaklover's burger."*

Get the recipe: [The Italian Stallion Burger](#)

PureGround Porterhouse Burger

Elevate your next cookout with the buttery, tasty Pureground Porterhouse Burger. Just like a traditional porterhouse steak, this exclusive burger is 100% crafted from our famously fork-tender filet mignons and bold New York Strips.

Brian's Bite: "This burger is the ultimate steak-on-a-bun experience."

Spice up your Porterhouse Burger with one of Chef Rose's delicious [burger sauce recipes](#).



Omaha Steaks
PureGround® Sirloin
Burgers 4 Pieces 6 oz
Per Piece
#3632WCV

\$19.99 | save 46%

Add



Omaha Steaks
PureGround® New
York Strip Burgers 4
Pieces 6 oz Per Piece
#3639WCV

\$21.99 | save 49%

Add



Omaha Steaks
PureGround® Brisket
Burgers 4 Pieces 6 oz
Per Piece
#3644WCV

\$19.99 | save 46%

Add



Omaha Steaks
PureGround® Filet
Mignon Burgers 4
Pieces 6 oz Per Piece
#3645WCV

\$23.99 | save 44%

Add



Omaha Steaks
PureGround® Ribeye
Burgers 4 Pieces 6 oz
Per Piece
#3637WCV

\$23.99 | save 44%

Add



Omaha Steaks
PureGround®
Porterhouse Burgers
4 Pieces 6 oz Per
Piece
#3801WCV

\$21.99 | save 49%

Add

What Our Team Members Are Saying

When it came time to test our ALL-NEW burgers, we turned to the best critics we know: our team members. Here's what they had to say.



"It was amazing – seriously a 110% difference from the old ones!"

"I didn't think the new texture would make a difference. It really did!"

"I'll have seconds!"

"Taste and texture were excellent!"

"Major improvement!!"

What Our Customers Are Saying

After the success of our in-house taste testing, we couldn't wait to hear our customers' reactions to our ALL-NEW burgers. Spoiler alert: they love them!

“

*These have ruined me for
all other burgers. They*

*"Best burgers I have ever eaten. Tender, juicy,
flavorful, and just the right size."*

– Leon C.

"This is one of the best burgers I've ever had..."

should be called the
perfect burger!!

Gwendolyn B.

everyone asked where I bought these.”
– Emily S.

“Most delicious burgers I have ever had.”
– Steve S.

“These are delicious – so juicy and tasty. And I
like that they are a great size also.”
– Carol C.



More Like This



Burger Perfection

Omaha Steaks legendary burgers are now bigger with a looser, homestyle texture that will bring you pure burger bliss.

[Shop Now](#)



5 Gourmet Burger Recipes

Get ready for a backyard cookout full of flavor with these five crazy burger recipes. Elevated, gourmet burgers with a twist, prepare to never make another boring old burger again.

[Get Recipes](#)



Feast Your Eyes on These “Born to Be Styled” Burgers

Walk the runway all the way to the dinner table because tonight we’re serving up looks you won’t find in any fashion magazine. Omaha Steaks ALL-NEW burgers are Born to Be Styled.

[Get Recipes](#)



Our Commitment to You

If you aren't satisfied with your purchase from Omaha Steaks, for any reason, we will replace your order or refund your money, whichever you prefer. We've upheld this family promise for five generations and counting.

Todd Simon
Fifth-Generation Family Owner



Sign Up & Save
Join the Omaha Steaks
Email & SMS list to save today.

Savor \$30 Off

Customer Care

[Help Center](#)
[Order Status](#)
[Shipping](#)
[Request a Catalog](#)
[Gift Cards](#)
[Gift Plans](#)

Connect with Us

[Media Room](#)
[Find a Store](#)
[Mobile App](#)
[Careers](#)
[Sitemap](#)

Information

[Offers & Promotions](#)
[Omaha Steaks Reviews](#)
[Placing a Large Order](#)
[Business Gifts](#)
[Become a Creator](#)
[Food Service](#)
[Privacy \(Updated 1/2023\)](#)
[CA Privacy Notice \(Updated 1/2023\)](#)
[Terms of Use](#)
[Required Healthcare Notice](#)
[Accessibility](#)

Cooking

[Videos](#)
[Recipe Center](#)
[Cooking Charts](#)
[Blog Sitemap](#)

[Call to Place an Order](#)

Store Locator: [Find a Store](#)



Savings shown over aggregated single item base price. Photos are exemplary of product advertised.

[Do Not Sell My Personal Information](#)

© 2026, OmahaSteaks.com, LLC All rights reserved. | v20.5.2

—AMERICA'S—
**ORIGINAL
RITCHER**

