Hamburdehesa presents the new High Protein Burger: a unique launch in its category.

Hamburdehesa aims to make its mark in the gourmet category with the launch of its new High Protein Burger, a product that redefines what a burger can be today. A unique product in its segment, it combines 27 grams of real protein per burger with a robustness, texture, and taste achieved by carefully selecting the finest cuts of meat. This innovation propels the brand into new territory where gastronomy, presentation, and experience are discovered in a single bite.

This launch is not a solo effort. It has been endorsed by the Spanish Olympic Committee as part of its Medalla al Tasor program, an award reserved for foods chosen for their sensory quality and functional contribution. A country that elevates its products and finds itself in a space where certain brands can compete: excellence is respected by an institution that oversees quality and health.

The new burger is presented in a 2x130g bipack, vacuum-sealed to preserve its freshness. It's a product designed for those who demand more: more nutrition, more flavor, more energy for the day. Athletes and active consumers, as well as gourmet food lovers, want to choose the best without compromising on quality.

With this new product, Hamburdehesa has solidified its leadership in the premium burger category. The brand, specializing in the production of top-quality vacuum-sealed burgers, has built a position over the years based on innovation, profitability, and absolute product dominance. Smash, various styles, special editions, international flavors, and now advanced features: Hamburdehesa continues to demonstrate that when a brand is solely dedicated to making burgers, it's the very best. This story is now projected into a brand recognized for controlling absolutely the entire process: direct selection of ganaderos, own laboratory, unique packaging, total traceability and a technical capacity which has allowed it to be present on thousands of points of sale in Spain and in international markets such as Germany, Switzerland, Portugal, Cyprus, Malta, Denmark, Norway and Sweden.