

100 Burger a Day

A reproducible design case for a capped 100-burger-per-day, whole-animal, farmer-linked restaurant unit.

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[HTTPS://HEDEGREENRESEARCH.COM/ARTICLES/100-BURGER-A-DAY/](https://hedegreenresearch.com/articles/100-burger-a-day/)

Evidence maturity: M2/P0 — a model ready to inspect, not a business already proven in operation.

Plainly: this is a public design case. It is not proof that a 100 Burger a Day restaurant is already operating, not proof that the 99 DKK combo works in the real world, and not proof that a farmer has already earned more from this exact model.

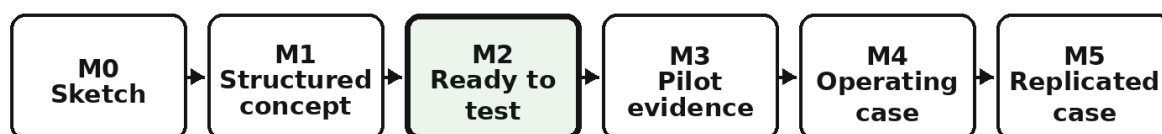
M2 means the model is detailed enough to inspect: quantities, ledgers, diagrams, kill conditions, supplier interfaces and a pilot plan are exposed. **P0** means the pilot evidence has not started: no kitchen run, no supplier test, no sold-out service day and no observed secondary-product channel yet.

So the article should be read as: *here is a structured business object that may be worth testing*, not: *here is a validated business*.

The article uses a few short evidence words. **Design** means a deliberately chosen rule. **Modeled** means calculated from the current model. **Scenario** means a stress-test input, not a measured fact. **Derived** means arithmetic from stated assumptions. **Open** means the test has not been passed yet.

Evidence maturity

Current status: model exposed for inspection; pilot evidence has not started.



M2/P0 means: the design and implementation pack are inspectable, but no kitchen pilot or operating proof exists yet.

Evidence maturity. 100 Burger a Day is at M2/P0: ready to inspect and test, not yet pilot evidence or an operating case.

The question

Can a small burger business deliberately stop at 100 premium combos per opening day, pay a farmer more by using the whole animal better, and still remain worthwhile for a small owner-operator team?

100 Burger a Day is not a restaurant launch announcement. It is a deliberately constrained productive-unit design published so somebody else can inspect it, test it, build it, or show where it fails.

The Model in Two Minutes

What is the idea?

A small burger unit exposes only **100 premium sale tokens per opening day**. The reference combo is a burger, tallow fries and house soda tested at **99 DKK including VAT**.

Why stop at 100?

The cap makes inventory, human work and supplier demand finite enough to inspect. Sold out means sold out; recovery/QC inventory is tracked separately and cannot silently create burgers 101–104.

Why the whole animal?

A cow is not 400 burger patties. If the restaurant wants to pay the farmer more by using the animal better, the rest of the animal must have real buyers and real net value.

Can 99 DKK work?

Still plausible, but not passed. The price cannot be judged from the burger alone. The model only works if the menu, the whole-animal cost, non-beef ingredients, human work and secondary products all clear the same ledger. In the paper this is called **K1**, the economic-viability kill condition, and it remains open.

What is the hardest economic problem?

At five sold-out opening days, the design requires about **1.25 animals/week** and produces roughly **221 kg/week of secondary edible output** that must move through credible channels.

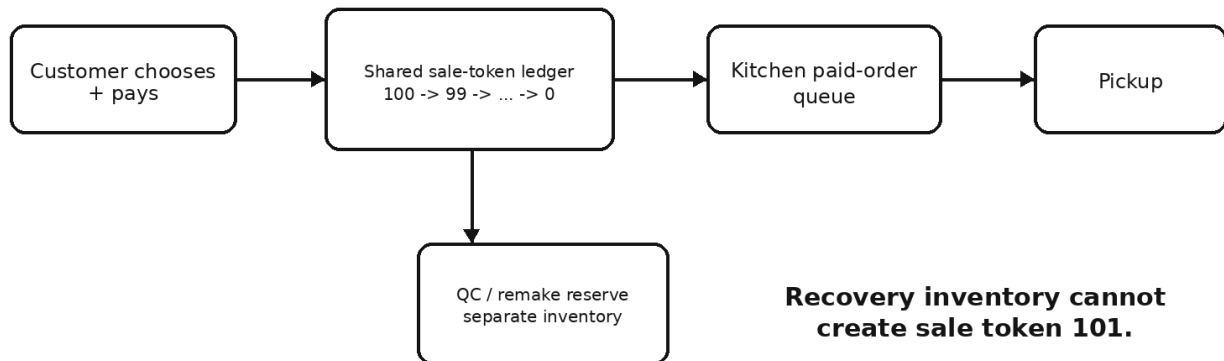
What are we giving away?

The paper and implementation pack expose the design logic, economic boundaries, pilot protocol, supplier interfaces and failure tests so another operator can try the model without needing permission from Hedegreen Research.

Why Stop at 100?

Sale-token architecture

The sale cap is a public design rule, not a claim about observed demand.



Evidence status: design rule. The reserve factor still needs kitchen measurement.

Sale-token architecture. The 100-sale cap is a design rule; recovery/QC inventory cannot quietly become sale token 101.

The reference unit exposes exactly 100 premium sale tokens per opening day. The cap is not scarcity marketing. It is a design constraint for readable inventory, bounded production, upstream planning and a clean stopping condition.

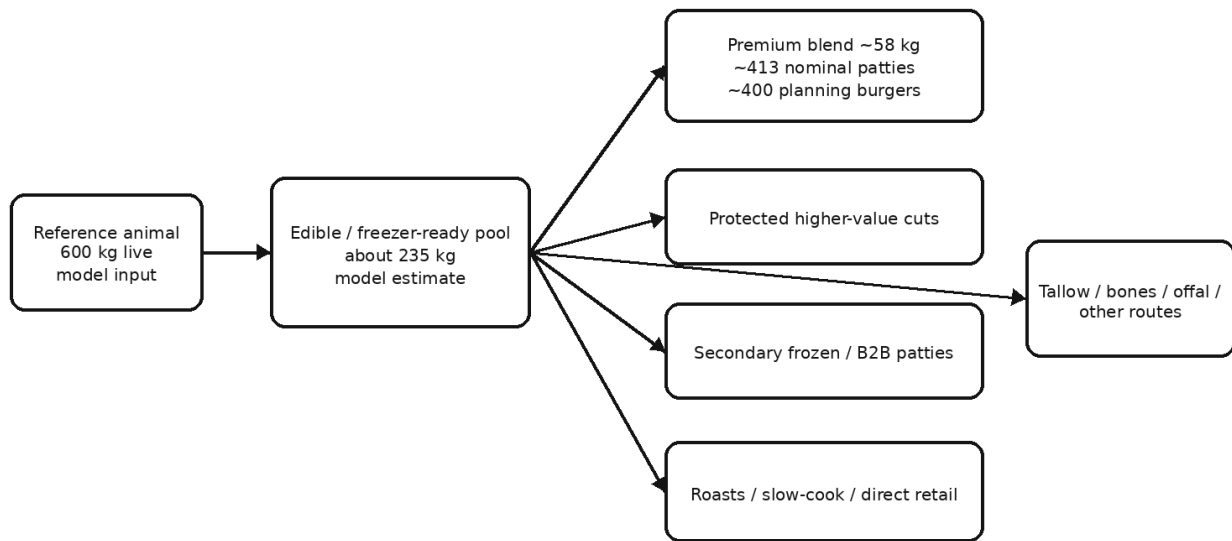
Sale inventory is separated from recovery inventory. A kitchen may hold extra patties for a failed quality check, remake, taste check or staff meal, but those do not become extra premium sales.

For planning, the current carcass model produces about **413 nominal 140 g patties** and applies a **~3% provisional planning allowance**, resulting in roughly **400 saleable planning burgers per reference animal**. The allowance is a scenario placeholder, not observed waste.

Why Start With the Whole Animal?

Whole-animal routing

Nominal patty count and planning yield are model estimates, not observed 100BAD carcass data.



Secondary value is credited only if a plausible sales channel exists.

Whole-animal routing model. The patty count is modeled planning arithmetic, not observed carcass data from an operating 100BAD kitchen.

The burger is the anchor product; the animal is the modeled unit of production.

The current reference uses a 600 kg live animal and an aggregate edible/freezer-ready pool of about 235 kg. About 58 kg is routed into the premium burger blend in the current model. Other cuts and products must retain plausible routes rather than being treated as free value.

The hard rule is:

Secondary value is credited only if a plausible channel exists.

Paying the Farmer More Must Share the Same Ledger

The dated reference carcass benchmark is approximately **15.52k DKK** for the modeled reference carcass. The paper tests a **+15% gross farmer-payment scenario**, bringing that to approximately **17.85k DKK**.

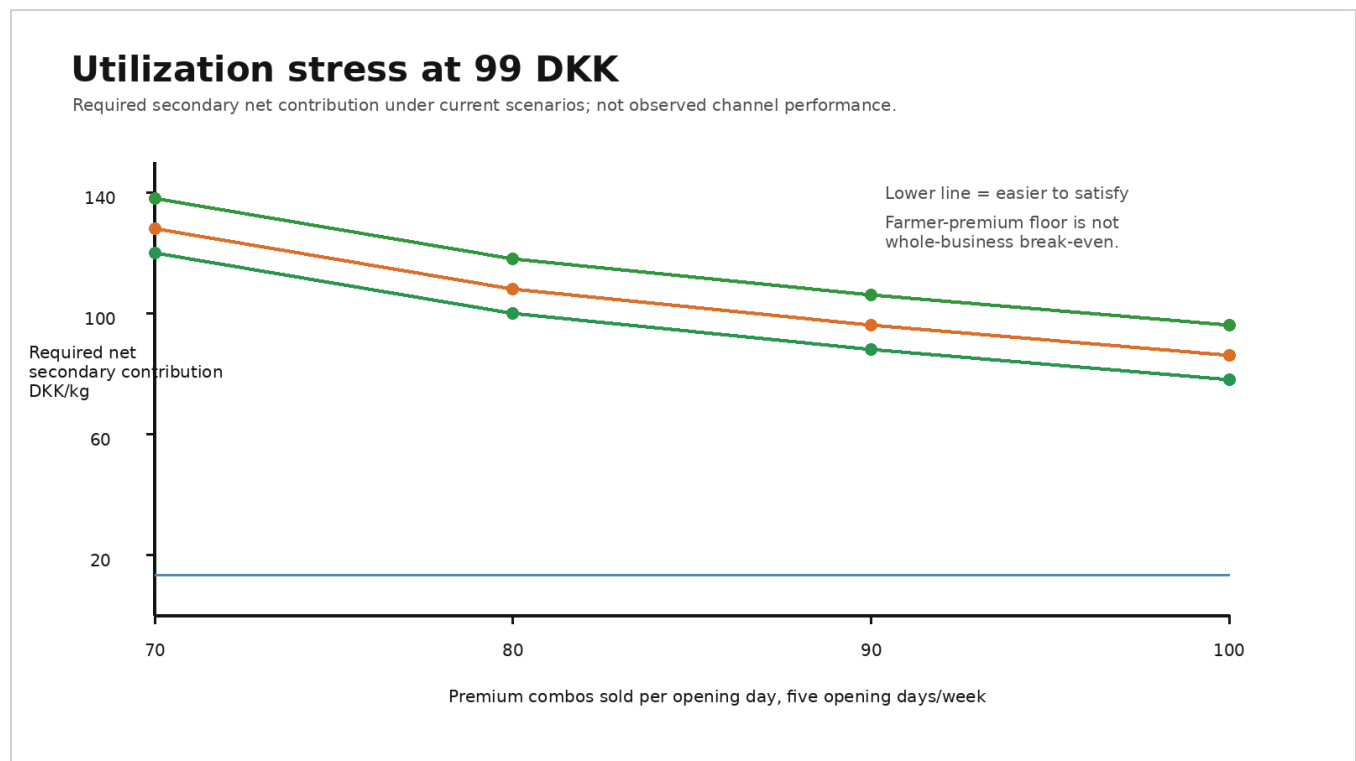
The difference is about **2,328 DKK per animal** — roughly **2,900 DKK/week** at five sold-out days.

That premium is not a separate moral bonus outside the economics. It lives inside the same whole-animal landed-cost ledger as processing and every other cost.

Across the modeled secondary pool, about **13.1 DKK/kg net secondary contribution** would be enough to offset only the +15% farmer-premium delta. That is **not** the whole-business break-even threshold.

The farmer question is therefore practical, not rhetorical: after any extra requirements, does the farmer actually keep more money? In the paper this is called **K3**, the farmer-net-benefit kill condition, and it remains open.

Can 99 DKK Actually Work?



Utilization stress test. The lines show required net secondary contribution under scenarios; they are not observed sales-channel results.

The old draft's single ~70-sales/day break-even number has been retired. It relied on an opaque food-cost placeholder that could not be reconciled safely with the separate farmer-premium model.

The central issue is that the 99 DKK combo cannot carry the whole animal by itself. The rest of the animal must create real **net secondary contribution**: money left after direct channel costs, not just gross sale value.

The current model uses one weekly identity:

premium menu revenue + net secondary contribution – whole-animal landed cost – non-beef food/packaging – owner labour – support – other variable cost – fixed overhead = economic surplus

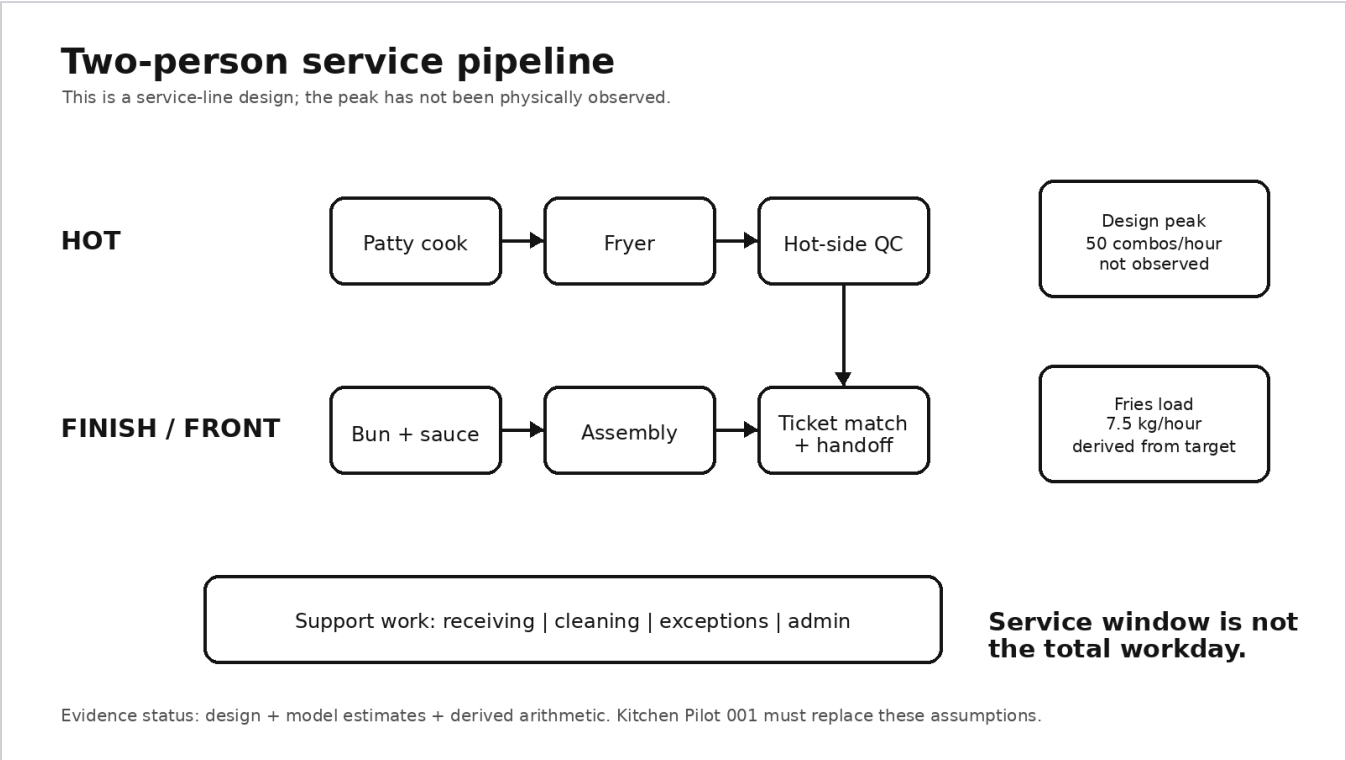
Under the current illustrative inputs, at **100 sales/day** with an **18 DKK/combo non-beef food + packaging scenario**, the design requires about **78.3 DKK/kg net secondary contribution** for weekly economic break-even.

This is a scenario threshold, not observed channel performance. It says what the model would need under those assumptions; it does not show that the market can deliver it.

Therefore:

99 DKK remains mathematically possible in the model, but economic viability has not passed. It depends on K2: whether the secondary products can actually move through real channels with enough net value.

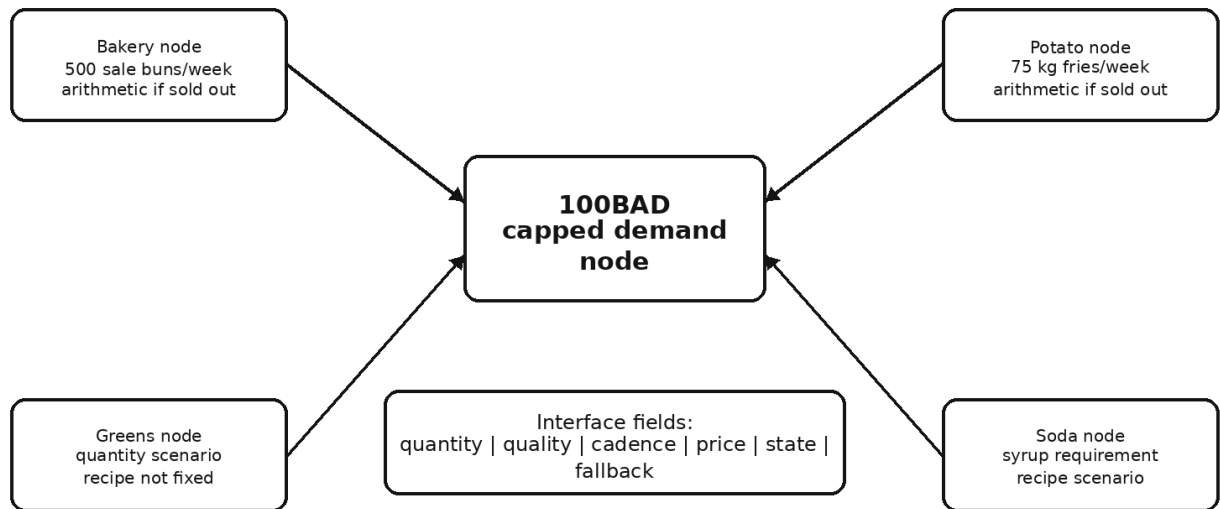
Can Two People Run It?



What Must the Local Network Provide?

Bounded local supplier interfaces

The 100-sale cap turns vague purchasing into concrete quantities and fallback rules.



Buns and fries are arithmetic at five sold-out days. Greens, soda and other inputs remain scenarios until suppliers are

Local supplier-node network. Bun and fries quantities are arithmetic at five sold-out days; greens, soda and other inputs remain recipe and supplier scenarios.

At five sold-out opening days, the cap translates into bounded upstream demand, including approximately:

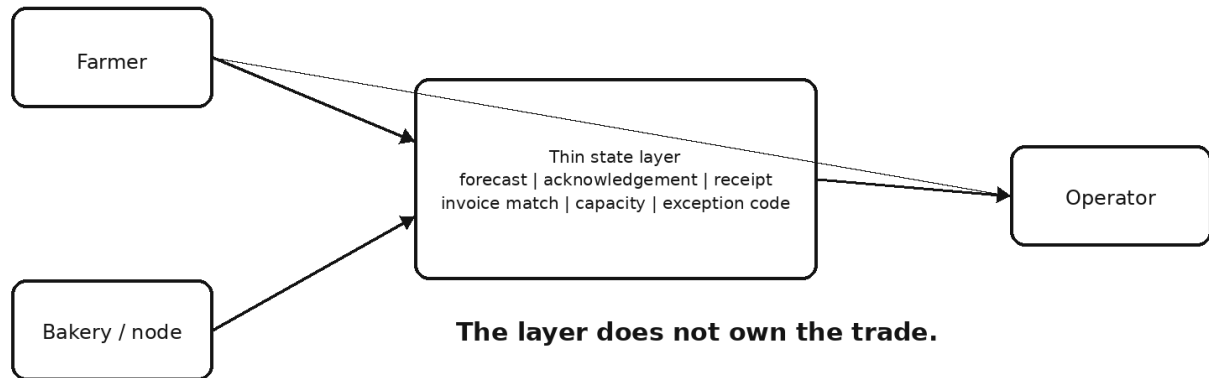
- **500 sale buns/week;**
- **75 kg served fries/week;**
- other input requirements that remain scenarios until suppliers and recipes are fixed.

Supplier interfaces specify quantity, quality, cadence, price, state and fallback. The purpose is not for Hedegreen Research to own suppliers; the local businesses remain independent.

Coordination Without Headquarters

Thin coordination without headquarters

Shared state supports direct trade; it does not own the relationship.



Design target: routine coordination stays low. K6 fails if ordinary coordination becomes too heavy without genuine exceptions.

Thin coordination layer. The proposed system shares operational state and exceptions; it does not own the trade between local participants.

The proposed coordination layer shares operational state — forecast, acknowledgement, receipt, capacity, invoice match and exception codes — while commercial relationships remain direct between participants.

The design target is low routine owner coordination, not central ownership of every transaction.

The Six Ways This Model Can Fail

The paper uses named kill conditions instead of treating every assumption as something to defend. A kill condition is a failure test. **Open** means the test has not been passed yet.

K1 — Economic viability: the unified menu + secondary ledger cannot cover all economic costs. **OPEN / CONDITIONAL.**

K2 — Secondary absorption: secondary outflow/value cannot meet the required mass-balance and ledger conditions. **OPEN; quantitative floors exist, real sell-through does not.**

K3 — Farmer net benefit: incremental farmer-side obligations consume the gross farmer premium. **OPEN; current ceiling is ~2,328 DKK/animal.**

K4 — Human time: total human work materially exceeds the bounded-work target.

K5 — Quality/throughput: the 50/hour peak target causes unacceptable quality or safety loss.

K6 — Coordination: routine owner coordination exceeds the design failure threshold absent real exceptions.

The kill conditions are not equally mature. A numeric threshold is not the same thing as observed evidence.

Would This Work Outside Denmark?

This case is calibrated to Denmark. The architecture may be portable; the price point is not assumed to be.

A cross-country test would need to localize menu price, tax/VAT, labour, rent, cattle economics, processing and the realizable value of secondary products. That is future work rather than evidence claimed by Case 001.

Read the paper

100 Burger a Day — Market Gaps, Case 001 — Release Candidate 01

[Download the Camelot RC1 paper PDF](#)

Try the model

The Market Gaps TID door keeps the public case boundary, Camelot paper and implementation pack together. Start there if you want the object rather than only the article.

[Open Case 001 in Market Gaps](#)

The Public Implementation Pack contains the evidence boundary, unified economics, Kitchen Pilot 001, supplier-node specifications, coordination model, replication material, data tables and the economic calculator.

[Download the Public Implementation Pack ZIP directly](#)

The pack is designed to remain useful without contacting Hedegreen Research. If somebody builds the idea commercially, that is consistent with the purpose of Market Gaps. Formal reuse terms for the published materials are still being finalized.

Market Gaps

Market Gaps publishes productive structures that appear missing, undersupplied, badly coordinated or needlessly centralized. The goal is not to make the idea itself scarce. The goal is to make the structure legible enough that somebody else can test it.

[Browse Market Gaps in TID](#)

If the model is wrong, the next operator should be able to show us where. If it is right, they should not need our permission to build it.

RELATION MEMORY

SOURCE LAYER Market Gaps TID door · The public TID door gathers the case boundary, Camelot paper and implementation pack.

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