

You might assume the Quarter Pounder has been around much longer than just 50 years, but not so. The iconic burger was created by a franchisee name Al Bernadin in 1971, in response to his instinctual (and as it turned out *accurate*) belief that there was something missing on the McDonald's menu. He maintained that people wanted a higher ratio of meat to bun, so he created a burger with a pre-cooked weight of just over four ounces. He called it the Quarter Pounder, which we can safely agree was a better name than his other alternative -the big Four Ouncer.



Bernadin introduced the burger at his two locations with a sign that said “today California, tomorrow the world (his franchises were located in Fremont). Big Al wasn't wrong about that, and the Quarter Pounder was an instant success. Shortly after the name was trademarked and it became a McDonald's menu item worldwide.



Interestingly, looking to give McDonald's some competition burger rival A&W responded by introducing their own equivalent, and called it the “Third-of-a-Pound Burger”. It was priced the same as the Quarter Pounder, but with a third of a pound of beef, instead of just a quarter. It even outperformed the Quarter Pounder in taste tests.

But nobody bought it.

When A&W conducted focus groups to try and figure out why, the reason was simple -and hilarious. It turns out that most people aren't so savvy with fractions. More than half the people in the focus groups questioned the price of the Third-Pounder, wanting to know why they have to pay the same price for a third of a pound as they did for a quarter pound at McDonald's. The consensus view was the A&W was overcharging them and customers were getting ripped off.



The paying public thought that a third of a pound was less than a quarter pound -because 3 was less than 4.

So there it is, and it is a matter of historical record that failing in fractions at a grade three level saved the ubiquitous Quarter Pounder. For more on this, click [here](#)

Be safe, be well!

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