IF YOU WORK WITH chefs and restaurants LET THEM KNOW ABOUT THIS GREAT OPPORTUNITY!

VOTING STARTS MEMORIAL DAY (MAY 27) THROUGH JULY 31, 2019

Join the movement and start reimagining your burger today.

www.jamesbeard.org/blendedburgerproject
#BlendedBurgerProject
The Blended Burger Project™ is a movement that strives to make burgers better by blending ground meat with chopped mushrooms, creating an incredibly delicious patty that is healthier for your guests. Hundreds of chefs pledged to blend their burgers in 2018 and we are excited to, once again, challenge chefs across the country to take part.

- Creates a competitive point of difference when menuing a blended burger that is on-trend and highly publicized. Many restaurants serve burgers. Help make your customers better.
- By blending at least 25% finely diced mushrooms into their burgers, they can menu a burger that is more delicious (thanks, umami), nutritious and sustainable. Just what their guests are looking for.
- When they menu The Blend, they are joining a movement led by the James Beard Foundation, which consumers respect for culinary craft and sustainability.
- Participating in the Blended Burger Project™ means they are partnering with the James Beard Foundation, a unique opportunity for many chefs. Upon registration competitors will receive merchandising materials to display, proudly bearing the JBF logo.
- Their burger will be featured on the Blended Burger Project™ gallery allowing consumers to cast their vote.
- Participants could win a trip to cook at the historic James Beard House, in New York City. Plus, in honor of the 5th anniversary each winning chef will be awarded $5,000!