

WIN A TRIP TO NYC

★ TO COOK AT THE ★

HISTORIC JAMES BEARD HOUSE

PLUS \$5,000 IN HONOR OF THE 5TH ANNIVERSARY

Menu The Blend for a more delicious, nutritious and sustainable burger. You can make a difference in the way we eat, while creating a point of difference for yourself. Here's how to join the movement:

- 1 Create your burger by blending at least 25% finely chopped, cultivated mushrooms into your burger patty. Learn more about The Blend at mushroomsonthemenue.com/the-blend.
- 2 Complete the registration form at jamesbeard.org/blendedburgerproject.
- 3 Upload a photo and description (in 50 words or less) of your blended burger to <https://jamesbeard.wyng.com/BBPupload>
- 4 Merchandise your burger to your customers and attract new guests who want a better burger. It's a great chance to create a point of difference, have your customers buzzing over this on-trend Blend.
- 5 Ask everyone to cast their vote for your Blended Burger at jamesbeard.org/blendedburgerproject/vote

NEW THIS YEAR - \$5,000 CASH PRIZE

The 25 chefs with the most votes in the online gallery will be judged by a panel of culinary experts chosen by the James Beard Foundation. The top 5 winners will be invited to cook at the historic James Beard House, plus win \$5,000!*

JAMES
BEARD
FOUNDATION

THE JAMES BEARD FOUNDATION'S
BLENDED BURGER PROJECT™

Memorial Day - July 31, 2019

www.jamesbeard.org/blendedburgerproject



*No purchase necessary. Ends at 11:59:59 PM ET on 7/31/19. Visit jamesbeard.org/blendedburgerproject to view Official Rules, including eligibility requirements, voting and judging criteria. Sponsor: The James Beard Foundation.



REIMAGINE YOUR
BURGER AND
make a difference.



The Blended Burger Project™ is a movement that strives to make burgers better by blending ground meat with finely chopped mushrooms, creating an incredibly delicious patty that is healthier for your guests and more sustainable for the planet.

Join the movement and start reimagining your burger today.

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#BlendedBurgerProject



THE 5TH ANNUAL BLENDED BURGER PROJECT™

Make a Difference. Cook at the Historic James Beard House and Win \$5,000*

Combining ground meat, or other protein, with finely chopped mushrooms helps you create a burger that is more delicious, nutritious and sustainable. Recent studies support that mushrooms are one of the most sustainably produced foods in the U.S.¹ It's the way guests want to eat. It's the way you can make an impact.

Burgers. Made Better.



For the last five years the James Beard Foundation has been encouraging chefs to join the movement known as the Blended Burger Project™. By participating you can:

- Make a difference on your menu
- Compete for the chance to cook at the historic James Beard House
- Win \$5,000 in celebration of the 5th anniversary

Join the Blended Burger Project™ movement at www.jamesbeard.org/blendedburgerproject

Memorial Day (May 27) through July 31, 2019

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BEARD
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* See reverse for details. Recipe credit: Chef Robert McCarthy, ThirstyBear Brewing Co., San Francisco, CA. Photography credit: Eric Wolfinger