



## **LIVE. BALANCED. AND PLANT-FORWARD**

### **RECIPE DEMO – Make Once, Eat Twice**

This demo is designed to boost sales while helping shoppers add more plants to their eating habits. The demo features creation of a main meal component that can be used to add plant-based foods to as several of your shopper's favorite meals. Make sure to promote the recipe demo hours in ad, online and with in-store signage.

#### **Instructions for *Make Once, Eat Twice: Plant-Powered Black Bean and Beef Blend* recipe demo:**

1. Set up demo table with the following:
  - Large electric skillet
  - Cutting board
  - Knife
  - Food processor
  - Serving tongs or spoon
  - Gloves
  - Napkins
  - Disposable serving plates & forks
  - Hand sanitizer
  - Recipe handouts
2. Create an attractive display of non-perishable recipe ingredients on your demo table – BUSH'S® Black Beans, low sodium taco seasoning, diced tomatoes, corn, whole onion, and mushroom package.
3. Gather all ingredients (one recipe will make approx. 60 sample sizes.)
  - 8-oz. mushrooms
  - 1 medium yellow onion
  - 1 lb. lean ground beef
  - 2 cans (15-oz.) BUSH'S® Black Beans
  - 1 pkg. low sodium taco seasoning
  - 1 can (15-oz.) crushed tomatoes
  - 1 can (11-oz.) yellow kernel corn
  - 1 tablespoon olive oil
4. Prepare recipe:
  - Pulse onion and mushrooms in food processor until coarse texture. Set aside.
  - In electric skillet, brown ground beef. Cook to 160°F. Drain fat. Set ground beef aside in separate bowl.
  - In same frying pan, heat oil. Add onions and mushrooms from food processor and sauté for 3-4 minutes or until most of the moisture has been released. Add the black beans and mix.
  - Add the cooked ground beef, taco seasoning, crushed tomatoes and corn to the black bean and mushroom blend. Mix and cook until heated through.
5. Sample recipe, distribute recipe card and provide **key talking points** to shoppers:
  - Many of our shoppers are trying to add more plant-based foods to their eating habits.
  - Eating plant-forward doesn't mean you have to give up meat, poultry or fish.
  - To showcase how you can celebrate plants and balance plants with meat we've created this *Plant-Powered Black Bean and Beef Blend* recipe.
  - In this recipe, we're combining BUSH'S® Black beans, mushrooms and onions with lean ground beef.

- The fiber from the vegetables pairs with the protein to provide satiety, making you feel fuller on fewer calories.
  - Next, we add tomatoes and taco seasoning making this blend perfect in Mexican-inspired recipes like tacos, burritos, Mexican Lasagna, Latin power bowls or stuffed peppers.
  - You make one batch of this blend and can use it in up to two of your favorite recipes. Four cups of the blend are equivalent to one pound of ground meat. You can also try this plant-powered blend in the Mexican-Style Lasagna recipe featured on this recipe card.
  - Plant-forward eating habits tend to be lower in saturated fat and cholesterol and higher in vitamins, minerals and antioxidants, and can positively impact risk of heart disease, high blood pressure, diabetes, certain cancers, and weight management.
6. Measure the effectiveness of the demo by tracking the following:
- Sales of key recipe ingredients, compared to prior month, same time period of the prior year and for 2 weeks following the demo.
  - Feedback from shoppers.

*Note to Retailers:* You can also conduct demos using the Plant-Powered Black Bean and Chicken Recipe.

### **Featured Recipe: Plant-Powered Black Bean and Beef Blend**

**Preparation Time:** 20 minutes

#### **Blend Ingredients:**

- 1 medium yellow onion
- 8 oz. crimini mushrooms
- 1-pound lean ground beef
- 1 TBSP olive oil
- 2 cans (15 oz.) BUSH'S® Black Beans, drained
- 1 package (1 oz.) taco seasoning mix, 25% less sodium
- 1 can (15 oz.) crushed tomatoes
- 1 can (11oz.) yellow kernel corn, drained

#### **Blend Directions:**

1. Pulse onion and mushrooms in food processor until coarse texture. Set aside.
2. In large frying pan, brown ground beef. Drain fat. Set ground beef aside in separate bowl.
3. In same frying pan, heat oil. Add onions and mushrooms from food processor and sauté for 3-4 minutes or until most of the moisture has been released. Add the black beans and mix.
4. Add the cooked ground beef, taco seasoning, crushed tomatoes and corn to the black bean and mushroom blend. Mix and cook until heated through.
5. Blend yields approximately 8 cups. For your favorite recipes, use 4 cups Plant-Powered Black Bean and Beef Blend to replace one pound of ground beef.

