

COMING MAY 3!



Blended Burger

Recipe Challenge



\$10K





Burgers Made Better.

RECIPES MADE TO WIN.

Blending mushrooms and meat together can make a major difference on your menu. But during this pandemic, we know you have a number of critical issues you face.

So this year, all we are asking for is your best Blended Burger recipe. That's why we have partnered with The Food Network to help you win \$10,000 for your best recipe.

We know you are creative, especially when it comes to burgers, and Blended Burgers, so show us your best. Just add at least 25% cultivated diced or chopped mushrooms to any protein, including plant-based meat. And we will recognize the winner with much-needed award money.

Visit mushro.ms/FoodNetworkBBP
to sign up!

#BlendedBurgerContest



HAS EMBRACED THE BLEND[®]

After years of writing about The Blend and naming it a trend in 2020 and 2021, they wanted to show chefs, operators, culinarians and anyone in the food business that they mean business.

While there is a home edition, that is separate. This contest is exclusively for anyone who works professionally with food. So if you have been a part of our Blended Burger Project before, are menuing The Blend or just want to show us how you can reimagine a burger, you can enter to win.

ENTER YOUR RECIPE + PHOTO

May 3 – June 30, 2021

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KARDEA BROWN'S SOUTHERN MUSHROOM-BEEF BURGERS



Ingredients:

For The Pimiento Cheese

8 ounces extra-sharp yellow cheddar cheese, shredded
4 ounces white cheddar cheese (preferably Vermont cheddar), shredded
8 ounces cream cheese, softened
4 ounces diced pimientos, drained and liquid reserved
3 tablespoons mayonnaise
1 tablespoon finely chopped fresh chives
1 teaspoon garlic powder
½ teaspoon cayenne pepper

½ teaspoon smoked paprika
Kosher salt and freshly ground black pepper

For the Patties

2¼ pounds 80/20 Angus beef
12 ounces baby bella mushrooms, finely chopped
2 tablespoons Worcestershire sauce
1 tablespoon onion powder
1 tablespoon smoked paprika
1 tablespoon garlic powder
Kosher salt and freshly ground black pepper

6 potato buns, split
Melted butter, for brushing

For the Sauce and Toppings

1/3 cup mayonnaise
1/3 cup barbecue sauce (smoky sauces work best)
Lettuce, sliced beefsteak tomatoes, sliced red onions and bread-and-butter pickles, for serving

Directions:

1. Make the pimiento cheese: In a bowl, mix both cheddars, the cream cheese, pimientos, mayonnaise, chives, garlic powder, cayenne and paprika. Season with salt and black pepper. Add the reserved pimiento liquid to loosen slightly. Cover and refrigerate until ready to serve.

2. Make the patties: In a bowl, combine the beef, mushrooms, Worcestershire sauce, onion powder, paprika, garlic powder, ½ tablespoon salt and 1 tablespoon black pepper. Form into 6 extra-large patties, about 8 ounces each. Put a little indentation in the center of each patty.

3. Preheat a grill pan to medium-high heat. Grill the patties for 4 minutes on each side, or until the internal temperature reaches 150° to 155° (I like my burger medium well), topping each patty with a large dollop of the pimiento cheese during the last 1 to 2 minutes of cooking. If you like your patties more on the rare side, take them off the grill when the internal temperature reaches 140°.

Remove the patties and cover with foil for about 5 minutes. While the burgers rest, slather the buns with melted butter and place them on the grill for about a minute (keep an eye on them to avoid burning).

4. Make the sauce: Mix the mayonnaise and barbecue sauce in a small bowl. To assemble the burgers, spread the barbecue mayonnaise on the bottom buns. Top with the lettuce and tomato. Add the burgers, red onions and pickles. Place the bun tops on the burgers.

“Mushrooms have a natural umami flavor and a meaty texture, so they blend well with ground beef. I love the combination!”

BLEND^{ED} BURGERS ARE *Better.*

You already know about The Blend[®], but following is more information on how Blended Burgers are better for flavor (thanks umami!), better for nutrition and better for the planet.

We would love to see you menu a Blended Burger, but that is **not** a requirement of The Food Network Contest. If you are already menuing or want to menu, feel free to enter your recipe and then merchandise your burger with appropriate language like "Try our Blended Burger. Part of The Food Network Recipe Challenge."

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HOW CAN YOU TAKE ADVANTAGE?



Enter for your chance to win \$10,000 and bragging rights.



Run your own contest among chefs and others in your restaurant or operation to see who has the best Blended Burger.



Challenge your distributor to make a better Blended Burger than you can get an entire community of chefs together to enter the the Food Network Blended Burger Recipe Challenge but have your own market "slamdown."



Merchandise on your menu to your guests so they know you are part of The Food Network Blended Burger Recipe Challenge.



Post a photo of your Blended Burger to generate publicity.

The Mushroom Council can help with individual prizes for specific operations.

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