

The Blend[®]



Burgers Made Better.

Make a Difference
By Blending in
Mushrooms
For Better Nutrition,
Better Flavor and Better
Sustainability.



Creating A More Mindful **BURGER**

Combining ground meat with finely chopped or diced 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.



¹The Mushroom Sustainability Story: Water, Energy and Climate Environmental Metrics 2017, SureHarvest, 2017.

Reimagine the Burger with **THE BLEND**

WHY THE BLEND IS RIGHT FOR TODAY!



BETTER FLAVOR: Take advantage of the umami in mushrooms to amplify the flavor of meat. You'll get some of the best tasting burgers ever.



BETTER FOR THE PLANET: New research shows mushrooms are one of the most sustainably produced foods grown in the U.S.¹ The Blend makes menus more sustainable and saves on natural resources and environmental footprint.



BETTER FOR GUESTS: By adding at least 25% chopped mushrooms to meat dishes, you can reduce calories, fat intake, cholesterol and sodium.²



A TRUE POWER BURGER: The Blend adds more nutrients to the plate like vitamin D, potassium, B-vitamins, selenium and antioxidants – making it one of the only burgers with so many functional properties.



THE BLEND - NOT JUST FOR BURGERS: Use this culinary technique and blend finely chopped mushrooms into your tacos, meatloaf, lasagna, pasta sauce, meatballs and more, to make iconic dishes more nutritious and delicious.



BETTER FOR TAKEOUT: Blended items are juicier because of the mushrooms. They hold better without getting soggy, making them perfect for takeout or delivery.



IT'S A POINT OF DIFFERENCE THAT MAKES A DIFFERENCE.

* Burger photos courtesy of Hyde Park Steakhouse Prime Steakhouse (Beachwood, OH; Pittsburgh, PA; Birmingham, MI)

1. The Mushroom Sustainability Story: Water, Energy, and Climate Environmental Metrics , SureHarvest March 2017. 2. Myrdal Miller, A., Mills, K., Wong, T., Drescher, G., Lee, S.M., Sirimuangmoon, C., Schaefer, S., Langstaff, S., Minor, B. and Guinard, J.-X. (2014), Flavor-Enhancing Properties of Mushrooms in Meat-Based Dishes. Journal of Food Science, 79: S1795-S1804. doi: 10.1111/1750-3841.12549

For more information about The Blend, as well as great recipes visit Blenditarian.com.
While you're there, take the pledge to do better - for your customers, your bottom line and the planet.



#THEBLEND

at Burgh'ers

Burgh'ers is a gourmet burger restaurant with two locations in Pennsylvania — Harmony and Pittsburgh. Chef Fiore Moletz, founder of the award-winning Burgh'ers and Della Terra Italian Bistro, is proud to offer sustainably-sourced burgers, that are also more nutritious. Burgh'ers is a winner and 3-time participant in the annual James Beard Foundation's Blended Burger Project™.

WHY THEY MENU #THEBLEND

1. ADVANCE PREP EASES OPERATIONS

To prep the blended burgers, one of the line cooks cleans and dices the mushrooms, then marinates them for 24 hours in salt, thyme and garlic, before roasting to enhance their flavor.

2. MAXIMIZING MARGINS

With beef prices cyclical, The Blend is a natural solution to lower food costs and improve margins.

3. BUILDING THE BUZZ

Burgh'ers launched the blended burger as a special after it was named a finalist in the Blended Burger Project™. They capitalized on the buzz and news spread via word of mouth. It became a permanent menu item called #theblend.

4. #THEBLEND AS MARKETING TOOL

The hashtag serves as an immediate entry into Instagram and Snapchat. Customers see the hashtag and it's a trigger to start taking and tagging photos. Moletz has reported that **#theblend** hashtag has built business at his two locations.



"Our guests are very health conscious, sustainability-minded and active. The blended patty —marketed as #theblend on the menu — now generates 10%-15% of weekly revenue."

- Chef Fiore Moletz

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THE BLEND

A Great Way To Make Meat More Flavorful, Juicier and Meatier.

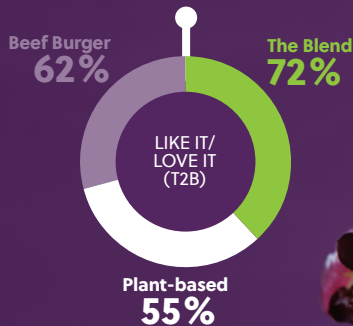
The Blend™ outscored the all-beef burger and a popular plant-based burger in appearance, eating experience, taste, flavor strength, saltiness, texture, mouthfeel, and savory flavor.

Mushrooms
Make Proteins
Better.

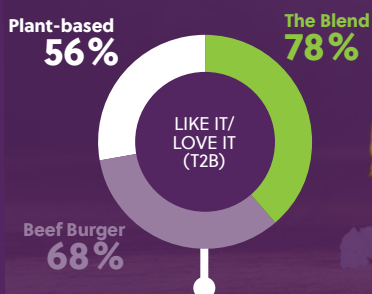
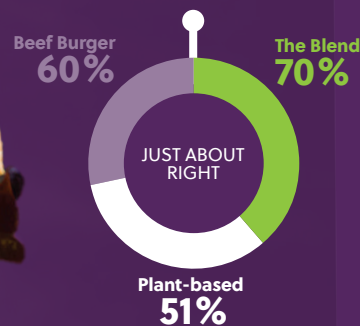


After seeing and tasting The Blend™, purchase intent actually increased when participants knew that mushrooms were blended with beef in the patty.

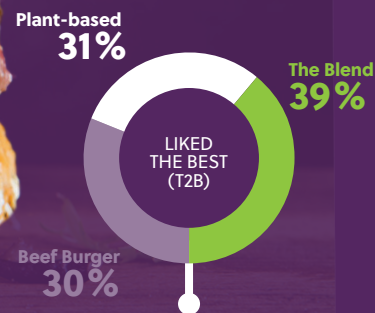
The Blend™ scores high marks for eating experience



The Blend™ ranks high on flavor strength



Consumers liked the taste of The Blend™ more than the other two burgers



Overall, consumers like The Blend™ the best, followed by the plant-based burger and beef burger.



**The Blend™ Simply
and Naturally Tastes**

Based on a blind sensory test company The Blend™ (27% mushrooms + 73% beef), an all-beef burger, and a popular plant-based burger.

The Blend™ also can enhance the flavor of plant-based products and other proteins in burgers, tacos, meatloaf, meatballs, chili and sloppy joes.

BLENDITARIAN

For inspiration and recipes visit Blenditarian.com.

T2B: Top 2 Box score (T2B) combines the highest 2 responses of the scale to create a single number.*300 people surveyed Source: BrandIQ The Blended Burger Sensory Test Report July, 2018

THE BLEND SCALE



25% MUSHROOMS

A 25/75 mushroom-meat blend is the perfect consistency for burgers, meatballs and meatloaf.

50% MUSHROOMS

For ground meat dishes such as sloppy Joes, tacos and burritos, try a 50/50 mushroom-meat blend.



75% MUSHROOMS

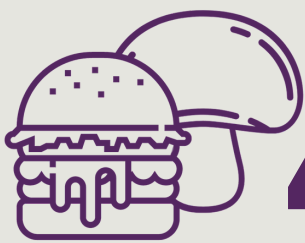
From chilis to sauces, a 70/30 mushroom-meat blend provides the perfect base for hearty one-pot meals.



THE BLEND[®]

IN COLLEGES & UNIVERSITIES

The Blend™ is a movement that strives to make burgers even better by blending ground meat with chopped mushrooms, creating an incredibly delicious patty that's better for your students and more sustainable for the planet. Join the thousands of colleges and universities nationwide already menuing blended burgers.



42%

of colleges and universities serve The Blend

41% SAY

they are interested or very interested in serving The Blend



THAT'S ALMOST
2000
colleges and universities



21% CURRENTLY SERVE BLENDED BURGERS

but many others use The Blend for meatballs, meatloaf, tacos, bowls, chili and sloppy joes

52%



said they are using more of The Blend over the last 2 years

65%

say they plan to use even more over the next 2 years

0% SAY THEY PLAN TO USE LESS

Datassential, 2019

THE BLEND

AND THE POWER OF '&'

MEAT. MEET MUSHROOMS.

Blending with mushrooms makes everything better. More delicious, more nutritious and more sustainable. Blend with any type of ground meat in burgers, tacos, meatballs, sloppy joes, meatloaf and more. You can even blend with any popular plant-based product to reduce calories, fat intake and even cost. **That's the Power of '&'.**

- ✓ beef & mushrooms
- ✓ pork & mushrooms
- ✓ chicken & mushrooms
- ✓ turkey & mushrooms
- ✓ seafood & mushrooms
- ✓ plant-based & mushrooms



WHY UNIVERSITIES ARE GOING PLANT-FORWARD WITH THE BLEND

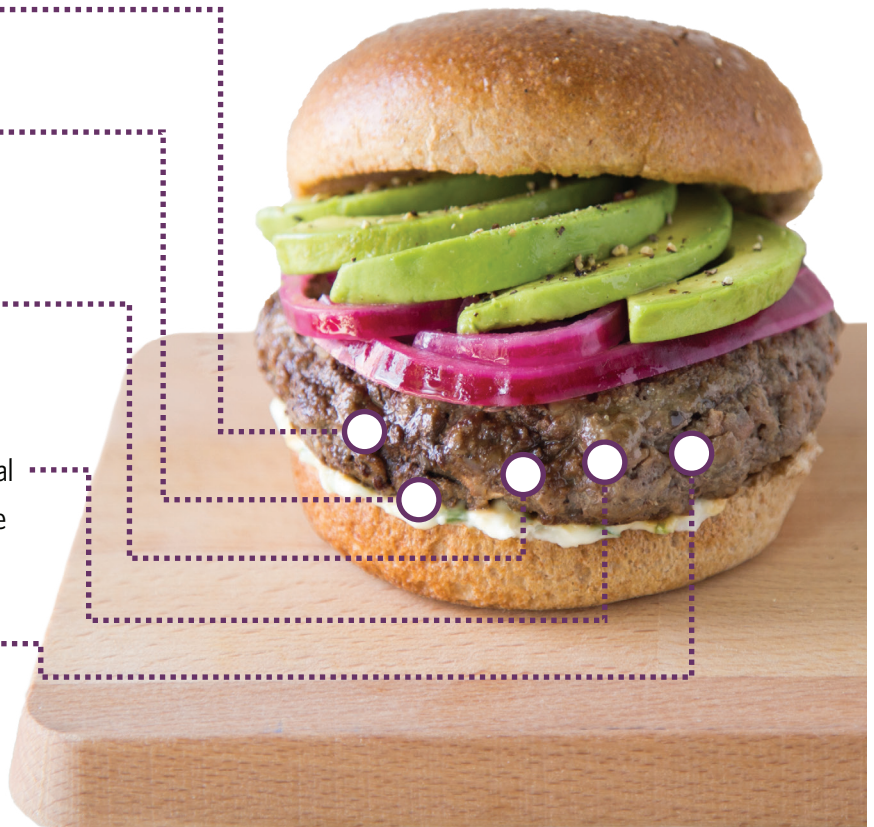
The Power of Nutrition Lowers calories, fat intake and cholesterol, without sacrificing flavor.

The Power of Umami The umami of mushrooms and meat "blend" together to make menu items more delicious, juicy and meatier.

The Power of Performance Blending with meat provides students the meaty flavor they crave that may help deliver a menu item with protein, energy and antioxidants.*

The Power of Sustainability Mushrooms are "the official ingredient of Earth Day" and they have been called "one of the most sustainably-produced agriculture products in the U.S."**

The Power of Flexibility If plant-based is too costly to bring to campus, then blend your favorite product with mushrooms. You'll enhance nutritional labels and reduce costs. With of course all the meaty flavor of mushrooms added in.



For inspiration and recipes visit [Blenditarian.com](https://blenditarian.com).

BLENDITARIAN



JamesBeard
Foundation

* Vitamin D, Potassium, antioxidants (selenium, copper, phosphorus) B-vitamins (riboflavin, niacin and pantothenic acid). **The Mushroom Sustainability Story: Water, Energy and Climate Environmental Metrics 2017 study



Here are Some of the Chefs That
**Reimagined
Their Burgers.**

And found that The Blend worked
great for take-out and delivery.

Burgh'ers Restaurant
Pittsburgh, PA



Bareburger
New York City, NY



Vintage Kitchen
Norfolk, VA



Ritz-Carlton's Burger Shack
Melbourne, FL



Cedar's Café
Melbourne, FL



COMING in MAY!



Blended Burger

Recipe Challenge

This year, we are partnering with The Food Network to recognize the best Blended Burger Recipe. **Win \$10,000 for your restaurant or operation**, which couldn't come at a more needed time. Open to all chefs and culinarians who work in the foodservice business. From chefs to line cooks to food writers and educators and more. From restaurants to colleges to healthcare to business dining to food trucks to retail prepared foods.



\$10K



CURB SIDE BISTRO BURGER

Curb Side Bistro



For more inspiration, visit
WWW.BLENDITARIAN.COM



Ingredients:

- 4 oz fresh ground beef
- 2 oz cremini mushrooms, finely chopped
- ½ jalapeño, sliced
- Pickled red onions
- 1 fried jalapeño-corn fritter
- White queso with diced mushrooms and fresh jalapeño
- 1 oz pulled pork
- 1 tbsp bourbon BBQ sauce
- 1 tbsp cilantro-ranch dressing
- 1 brioche bun

Directions:

In a large bowl add ground beef and chopped mushrooms. Using your hands, mix until well blended. Form into 1 burger patty; set aside.

Lightly oil a sauté pan over medium heat. Add blended burger patty and season with salt and pepper to taste. Cook 1 ½ minutes per side, or until desired doneness.

Lightly toast brioche bun. To the bottom bun add blended burger patty, top with warm mushroom-jalapeño queso, pulled pork and drizzle with BBQ sauce. Add fresh sliced jalapeños, fried jalapeño corn fritter, cilantro-ranch dressing and pickled red onion.

UMAMI BURGER

B

For more inspiration, visit
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UMAMI MIX

Ingredients:

8 cups oyster mushrooms, finely chopped
2 cups oyster mushrooms, chopped
8 cups yellow onions, finely chopped
½ lb butter
3 tbsp thyme
½ cup mirin
1 cup sake
2 cups soy sauce
3 tbsp garlic, minced
3 tbsp ginger, minced

Directions:

In sauté pan, allow butter to get hot until it has turned brown, add onions and sauté until translucent and add mushrooms. Once mushrooms have cooked down, add all other ingredients and simmer on low heat until the excess liquid is gone. Once done, transfer to a sheet pan and cool in refrigerator.

JAPAN ISLAND SAUCE

Ingredients:

¼ cup egg yolk
1 cup rice bran oil
1 tbsp rice wine vinegar
1 tbsp mirin
1 tbsp yuzu kosho
1 tbsp tomato paste
¼ tsp sesame oil
1 tbsp cane syrup or agave syrup

Directions:

Add all ingredients except for the oil into a food processor. Slowly drizzle the oil until well incorporated and the sauce has a smooth velvety consistency.

UMAMI BURGER BUILD

Ingredients:

10 lbs wagyu beef

Directions:

Mix 10 pounds of ground wagyu beef with the umami mix. Once mixed together, form the mixture into 6 oz. patties, or whatever size depending on the serving, and place on a grill until both sides are cooked. Once patties are cooked, place on a toasted, fresh baked, Hawaiian bistro bun and top with Japan Island Sauce, pickled bok choy, sliced cucumber and Delice de Bourgogne cheese.

CHEF STEPHANIE IZARD'S BURGER

Girl & the Goat



For more inspiration, visit
WWW.BLENDITARIAN.COM



Ingredients:

1.5 lb 80/20 ground beef
1 lb shiitake mushrooms, stems removed
2 tsp Kosher salt
2 cups asparagus tapenade
1/2 cup brown butter miso aioli
Rhubarb mostarda, recipe below
1 cup arugula
1 tbsp extra virgin olive oil
4 burger buns

Asparagus Tapenade

2 cups asparagus, stems removed, greens sliced into 1/4-inch rounds
1/4 cup nicoise olives, chopped
2 tbsp fresh mint, chopped
1/2 tbsp lemon zest

Brown Butter Miso Aioli

2 tbsp white miso
2 tbsp brown butter
1/2 cup mayonnaise
2 tsp lemon juice
1/4 cup sour cream

Rhubarb Mostarda

2 cups rhubarb, sliced
1 cup white wine vinegar
1/2 cup sugar
1 tbsp mustard seeds
1/2 tbsp Dijon mustard

Directions:

Preheat oven to 325°F.

Toss shiitake mushrooms in cooking oil and season with salt. Roast for 12-15 minutes, until tender. Allow to cool before finely chopping.

In a large bowl incorporate meat, mushrooms and salt. Form mixture into 4 equal sized burger patties. Refrigerator for at least 30 minutes.

Asparagus Tapenade

Heat a sauté pan over medium heat. Add a small splash of oil to the pan and sauté asparagus until tender, about 2 minutes. Transfer to a bowl and allow to cool. Once cooled, mix with olives, fresh mint and lemon. Refrigerate until ready to use.

Brown Butter Miso Aioli

Preheat oven to 350°F. Spread miso on a sheet tray and brown in the oven for 4 minutes. Stir and cook for another 3 minutes until medium caramel color. Remove from oven and cool completely.

Blend toasted miso, brown butter, mayonnaise and lemon juice until smooth. Transfer to a bowl and fold in sour cream.

Rhubarb Mostarda

Bring vinegar and sugar to a boil. Whisk to dissolve sugar. While hot pour 1 tablespoon over mustard seeds. Set aside remaining vinegar and allow to cool

to room temperature. Pour cooled vinegar over rhubarb and allow to sit for 2 hours.

Strain and rough chop 1 cup pickled rhubarb and mix with pickled mustard seeds and Dijon. Remaining pickled rhubarb can be stored in the refrigerator for up to a month.

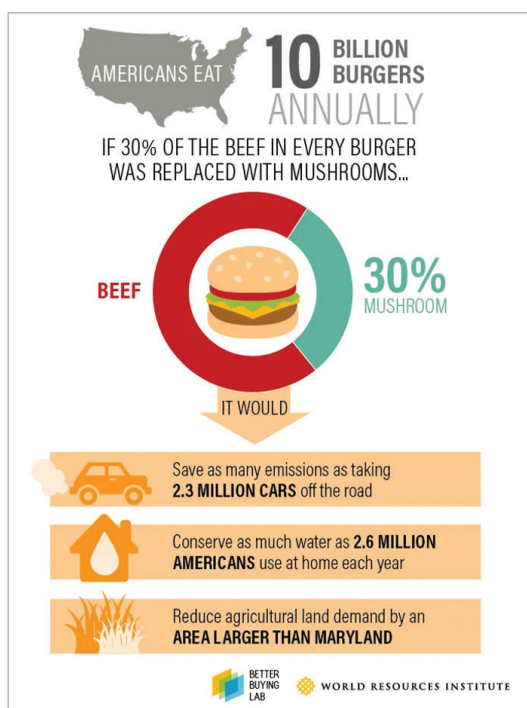
Build Your Burger

Sear or grill burgers to desired doneness. Toss arugula in olive oil and a small pinch of salt and set aside. Spread bottom bun with 2 tablespoons brown butter miso aioli and top with a 1/2 cup Asparagus Tapenade. Top with cooked blended burger patty and dressed arugula. Spread top bun with rhubarb mostarda.

THE BLEND

RESOURCES

World Resource Institute



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Hartman Group

Blended Burgers: Gateway to the Mainstream for Plant-Based Protein Alternatives?

October 07, 2019



Despite the fact that current consumer thinking around healthy, mindful eating includes attempts to eat less red meat, our cultural love affair with burgers continues unabated. One barometer would be the ongoing popularity of McDonald's (2018 global sales of \$38 billion), Burger King, and Wendy's (both of which did over \$9 billion each in revenues in 2018). And yet, the concept of "half meat, half plant" burgers resonates with consumers today, since many admit they are interested in reducing animal protein products. Our [Food & Technology 2019: From Plant-based to Lab-grown](#) report finds that 56% of plant-based product purchasers are interested in purchasing a "blended" burger (or are already buying them). Even among consumers who don't currently purchase plant-based products, 30% say they are interested in buying blended burgers. One consumer interviewed in our [Food & Technology](#) report noted, "I think the fact that we're doing a combination [of beef and vegetables in a burger] means that the flavor will win — the beef with the veggies. It's half the fat, half the calories, half the guilt."

Reflecting demand, food manufacturers are stepping up offerings in blended burgers at

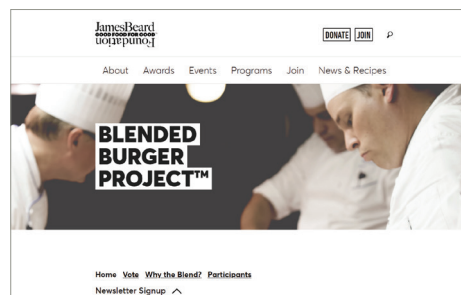
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Blended Burger Project



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