

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

 **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 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.

 **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.



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 healthy. 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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