



IF YOU WORK WITH
chefs and restaurants
LET THEM KNOW ABOUT THIS
GREAT OPPORTUNITY!

VOTING STARTS MEMORIAL DAY (MAY 27) THROUGH JULY 31, 2019

Join the movement and start reimagining your burger today.

**JAMES
BEARD
FOUNDATION**

www.jamesbeard.org/blendedburgerproject

#BlendedBurgerProject





Help Your Customers
EARN A TRIP TO COOK AT THE



PLUS \$5,000*
in honor of the 5th anniversary



The Blended Burger Project™ is a movement that strives to make burgers better by blending ground meat with chopped mushrooms, creating an incredibly delicious patty that is healthier for your guests. Hundreds of chefs pledged to blend their burgers in 2018 and we are excited to, once again, challenge chefs across the country to take part.

WHY IT'S RIGHT FOR CHEFS

- ☰ Creates a **competitive point of difference** when menuing a blended burger that is on-trend and highly publicized. Many restaurants serve burgers. Help make your customers better.
- ☰ By blending at least 25% finely diced mushrooms into their burgers, they can menu **a burger that is more delicious (thanks, umami), nutritious and sustainable**. Just what their guests are looking for.
- ☰ When they menu The Blend, they are **joining a movement led by the James Beard Foundation**, which consumers respect for culinary craft and sustainability.
- ☰ Participating in the Blended Burger Project™, means they are **partnering with the James Beard Foundation**, a unique opportunity for many chefs. Upon registration competitors will receive merchandising materials to display, proudly bearing the JBF logo.
- ☰ Their **burger will be featured** on the Blended Burger Project™ gallery allowing consumers to cast their vote.
- ☰ Participants could **win a trip** to cook at the historic James Beard House, in New York City. Plus, in honor of the 5th anniversary each **winning** chef will be awarded **\$5,000!***

WHY IT'S RIGHT FOR YOU

- ☰ You are helping your customers be more competitive and successful.
- ☰ You are helping them drive traffic and sales.
- ☰ You are showing them how to menu a Blended Burger that can reduce costs, enhance margins or both.
- ☰ You are giving them a built-in merchandising opportunity to show their guests they care about healthier and more sustainable food choices.
- ☰ You are offering business solutions tied to the products you sell.
- ☰ You are adding value to your services and building long-term relationships.
- ☰ You are helping chefs **WIN BIG!**

*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.

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THE JAMES BEARD FOUNDATION'S
BLENDED BURGER PROJECT™

Memorial Day - July 31, 2019

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