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.

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

Beef Burger 62%
The Blend® 72%

Plant-based 55%

The Blend® ranks high on flavor strength

Beef Burger 60%
The Blend® 70%

Plant-based 51%

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

Beef Burger 68%
The Blend® 78%

Plant-based 56%

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

Beef Burger 30%
The Blend® 39%

Plant-based 31%

The Blend® Simply and Naturally Tastes Better.

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.