

THE BLEND[®]

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

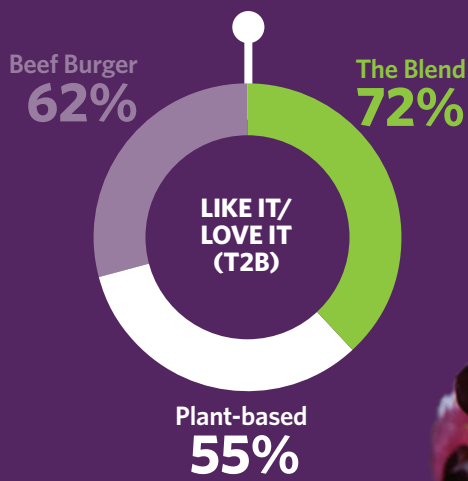
The Blend[®] outscored the all-beef burger and a popular plant-based burger in appearance, eating experience, taste, flavor strength, saltiness, texture, mouthfeel, and savory flavor.

Mushrooms Make Proteins Better.

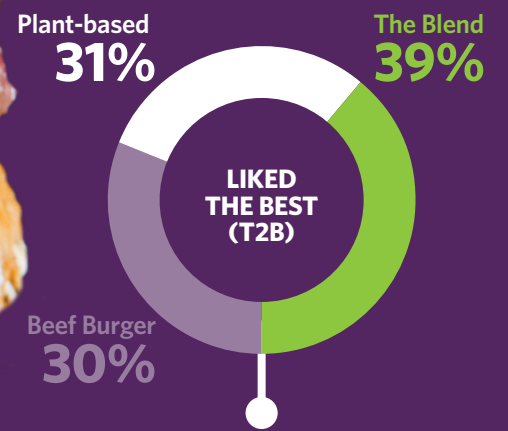
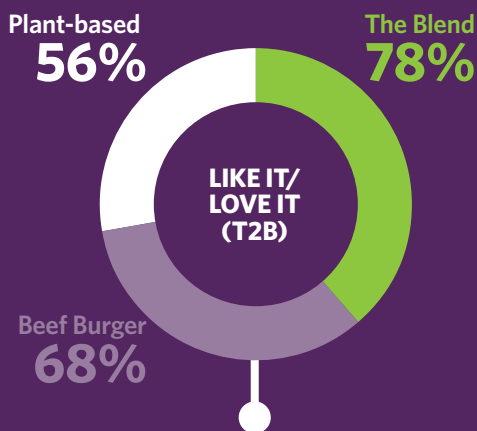
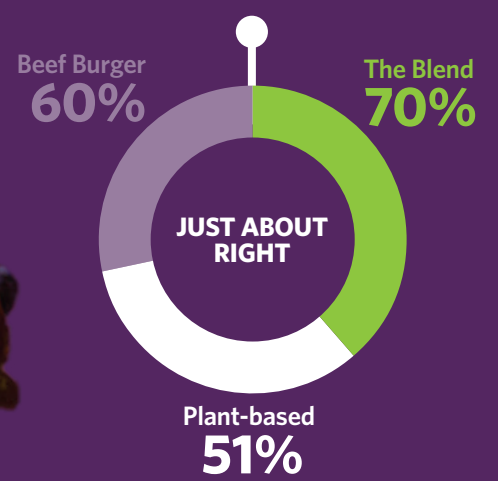


After seeing and tasting The Blend[®], purchase intent actually increased when participants knew that mushrooms were blended with beef in the patty.

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 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.

BLENDITARIAN

For inspiration and recipes visit Blenditarian.com.