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Mushroom Council Rallies Blenditarians at Sturgis

Surprising and Delighting Bikers with Blended Burgers at 77th Sturgis Rally

Sturgis, S.D. (August 16, 2017) – The Mushroom Council took on a new frontier of burger lovers last week when it served The Blend to hundreds of bikers attending the 77th Sturgis Motorcycle Rally in South Dakota.

“It’s the best burger I’ve had all week,” was the familiar refrain offered up by bikers who stepped off Sturgis’ Main Street drag to sample a 70/30 meat-mushroom blend last Thursday, Aug. 10, at a fundraiser for the [Sturgis Museum and Hall of Fame](#). The event was hosted by [Thunder Press](#) magazine as part of its 25th anniversary celebration.

Bart Minor, president of the Mushroom Council, helped serve the blended burgers and interacted with attendees.

“I wanted to know first-hand how blended burgers would be accepted by meat eaters and burger fans who hold nothing back in their opinions,” said Minor. “It’s safe to say we’ve recruited hundreds of new Blenditarians – they gave it resounding accolades and came back for seconds. The event was an excellent demonstration of The Blend’s universal appeal.”

For recipes and inspiration, visit www.Blenditarian.com.

About The Mushroom Council

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information, visit mushroomcouncil.org.

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