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Riders Burn Rubber for Blended Burgers at 78th Sturgis Rally

Blended Burgers Star of Rider Magazine Annual Fundraiser among Bikers

Sturgis, S.D. (August 27, 2018) – The blended burger’s fan base continues to expand in 2018. Spring began with SONIC menuing the first blended burger at a quick service restaurant (QSR) – the Signature Slinger. Burger season found The Blend at hundreds of restaurants nationwide via the James Beard Foundation’s Blended Burger Project™. Now, with summer drawing to a close, Mushroom Council sampled burgers to hundreds of bikers attending the 78th Sturgis Rally in Sturgis, S.D.

Just off the dusty, hazy streets of Sturgis, the Mushroom Council dished up 500 blended burgers earlier this month to attendees at [Thunder Press](#)’ annual fundraiser at the Sturgis Museum and Hall of Fame. The burger, dubbed Chew Before You Inhale by Chicago Chef Lance Avery, was the star of the fundraiser.

“I enjoy adding mushrooms into my burgers because the added moisture and umami flavor can take an average burger to the next level,” said Avery. Composed of ground ribeye, royal trumpet mushrooms and portabella powder, Avery’s 75/25 blended burger proved to event goers that The Blend can be served to anyone, anywhere.



Riders were revved up for the burger, with one attendee noting he’s become a blenditarian for “health, flavor, sustainability (and) long life.”

This was the second year the Mushroom Council served blended burgers at Sturgis, with many bikers who sampled last year rolling up to the event for another taste.

For blenditarian 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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