

P R O



## NEW-MEAT\* COOKING GUIDE

# REDEFINE PREMIUM BURGER



### GENERAL GUIDELINES

#### Handling:

- This product is only suitable for consumption after cooking. Follow the suggested preparation method.
- Do not eat or serve raw.

#### Freezing/Defrosting:

- Prepare this product when frozen. There is no need to defrost.
- Use immediately after removing the product from the freezer for preparation. DO NOT REFREEZE!

#### Storage:

- Keep frozen at or below (-18°C) before use.

#### Serve:

- For best results serve hot.

#### Note:

- For the most up to date product information including ingredients and allergens, please refer to the printed material on the packaging.

### PREPARATION

Remove the product from the freezer.



#### IN A SAUTÉ OR FRYING PAN:

1. Heat 2 tablespoons of oil in a sauté/frying pan over medium heat.
2. Add the burgers, covered, and cook for 5 minutes a side, for a total of 10 minutes, until the burger is cooked through and nicely browned.
3. When done, the measured internal temperature of the patty should read 72°C.



#### GRILLING:

1. Heat a grill to medium/high
2. Place the patty on the heated grill and cook for a side, for a total of 15 minutes, turning to ensure that the burger is cooked through and nicely browned.
3. When ready, the measured internal temperature at the center of the patty should read 72°C.



\* Redefine Meat™ products are plant-based, made with non-GMO ingredients and do not contain any animal-based ingredients or by-products.



## SERVING RECOMMENDATIONS



Dutch Style Redefine Burger Topped with a Blue-Belle Potato Cake



Redefine Burger with Avocado Lemon Spread and Vegan Cheddar Sauce



Redefine Burger with Smoked Carrot Ketchup

Visit our [recipe page](#) for inspiration and share your creations with us on social media @redefinemeat

## TIPS

- When preparing in a pan or on a grill, use a grill press / weight for uniform cooking and browning.
- Continuously flipping the burgers while cooking will achieve an evenly cooked, juicy result, every time.
- Use seasoned oil when pan sautéing/frying to give your burger that “je ne sais quoi”, that added something, that makes you burger stand out.
- When defrosting, store the burgers in a container, separating each patty with grease proof paper.
- Remember success in the kitchen, to paraphrase Thomas Edison, is “1% inspiration and 99% perspiration”. Be creative!

## FIND INSPIRATION FROM OUR PARTNERS



No Meat Burger



Ch\*\*sy Burger



Redefine Meat 'Gillray's' Steak Burger

For more information, contact your REDEFINE MEAT™ sales rep or drop us a line at [partners@redefinemeat.com](mailto:partners@redefinemeat.com)



Watch Video:  
HOW TO COOK?  
[www.redefinemeat.com](http://www.redefinemeat.com)



\* Does not contain animal-based ingredients