



ALL THE TASTE, NONE ^{OF} THE MEAT

STAFF TOOLKIT



WHAT IS THE SENSATIONAL™ BURGER?

The HARVEST GOURMET® Sensational™ Burger offers a full burger experience with no compromise on taste and texture. Made with plant-based protein derived from soy and wheat, it cooks with the fantastic sizzle you'd expect from a delicious burger and can easily be prepared from frozen.



100% OF CONSUMERS ENJOYED A BURGER MADE WITH HARVEST GOURMET®*

In-store trial: Nestlé conducted survey n=113 burger tested made with bun, lettuce, tomato, mayonnaise, onion and Harvest Gourmet patty (9th October 2020).



WHAT DOES RESEARCH SAY?

Vegans and Vegetarians aren't the only one's looking for plant-based proteins. 1 in 4 Australian's are reducing or excluding animal products from their diets, instead adopting a flexitarian diet*. This presents a huge opportunity for food service operators to ensure their menus are reflecting the dietary trends of today.

WHAT MAKES IT TASTE SO DELICIOUS?

The HARVEST GOURMET® Sensational™ Burger is made with a blend of great tasting ingredients such as: soy, wheat, vegetable concentrates from beetroot, carrot and red bell pepper, and coconut oil. Protein is provided by soy and wheat, coconut oil gives the appearance of marbled fat, and the vegetable concentrates create the rich beefy colour. It's meat, made from plants.

* Project Botanica 2019



WHAT ARE THE NUTRITIONAL CLAIMS FOR THE

Harvest
Gourmet

SENSATIONAL™
BURGER

HIGH IN PROTEIN

Comparable level of protein to a beef burger

30% LESS SODIUM

Compared to traditional beef

VEGAN & VEGETARIAN

55% less carbs than a pre-prepared beef burger patty

NO ARTIFICIAL COLOURS AND FLAVOURS

HIGH IN FIBRE

Fibre from plant-based ingredients



Nestlé study on nutritional data (for patty only, does not include bun, fillings or sauce) based on the average of raw packaged beef burgers from a sample from Australian Supermarkets, 2019.



WHAT IS SOY PROTEIN?

Soy protein is a complete protein. This means it contains all the essential amino acids that are found in milk, meat or eggs!

WHY WOULD VEGANS WANT A BURGER THAT IMITATES MEAT?

Vegetarians and vegans aren't the only ones looking for plant-based proteins. Remember that 1 in 4 Australian's are reducing or excluding meat from their diet*. The HARVEST GOURMET® Sensational™ Burger is made for flexitarians looking to reduce their meat consumption. Whilst it's suitable for Vegans and Vegetarians, the Sensational™ Burger is predominantly for your meat-loving diners looking to make a healthier choice to conventional beef!

* Project Botanica 2019

INGREDIENTS AND NUTRITIONALS

INGREDIENTS: Water, **Soya** Protein (19%), Vegetable Oils (Rapeseed, Coconut), Vinegar, Flavourings, **Wheat** Gluten (1.7%), Stabilizer (E461), Colours from Fruit and Vegetable Concentrates [Beetroot (Beetroot Juice, Corn Starch), Pomegranate, Red Pepper, Carrot, Blackcurrant], Salt, **Barley** Malt Powder (Gluten), Antioxidant (Ascorbic Acid).
May contain egg.



Click [here](#) for a summary on the Nestlé Claims Standard (2016)

NUTRITIONAL INFORMATION

		Raw Beef Burger*
Servings Per Pack: 17 Serving Size: 113g	Average Quantity per 100g	Average Quantity per 100g
Energy	810 kJ	894kJ
Protein	14.0 g	16.4g
Fat-total	13.0 g	14.8 g
- Saturated	3.9 g	6.9 g
Carbohydrate	1.7 g	3.8 g
- Sugars	1.6 g	0.7 g
Dietary Fibre	7.0 g	0.3 g
Sodium	320 mg	448 mg

*Nestlé study on nutritional data (for patty only, does not include bun, fillings or sauce) based on the average of raw packaged beef burgers from a sample from Australian Supermarkets, 2019.

WHAT ALLERGENS DOES THE HARVEST GOURMET[®] SENSATIONAL[™] BURGER CONTAIN?

Contains Gluten (from Wheat, Barley) and Soy.





BACK OF HOUSE CHEF TIPS

- Easily prepared from frozen, these raw burger patties are compatible with grill, griddle, oven or fry (although for best flavour we recommend grill).
- Give your diners the option to sub in HARVEST GOURMET® as the protein in your best selling dishes. This simplifies operations and drives sales by catering to all dietary needs. You don't need to create separation in your kitchen or clean down cooking surfaces if you are serving in this manner.



VEGAN FRIENDLY TIPS

If you are serving fully vegan offerings, taking a few steps so your kitchen is vegan friendly can ensure you are prepared.

1. Clean as you go, it will remove any doubt of cross contamination
2. Keep your cutting boards and frying pans for your meats separate to your vegan and vegetarian cooking tools.
3. If it's not possible to have different cooking areas for vegan offerings due to space or cost, place down baking paper on a grill plate to create separation. You can even cook the Sensational™ Burger in baking paper in a sandwich press!



The HARVEST GOURMET® Sensational™ Burger is great for doing any events where you've got limited cooking space... we could cook a vegetarian option directly on the grill that wasn't a boring old mushroom.



- Jimmy Hurlston - Easey's



DISCOVER JIMMY FROM
EASEY'S STORY HERE:





**THANK
YOU!**