



## NEW-MEAT™\* COOKING GUIDE

# REDEFINE BEEF MINCE

## PLANT BASED BEEF FLAVORED MINCE



### MAIN INGREDIENTS<sup>1</sup>

- Protein: Soy Protein & Pea Protein
- Fat: Coconut Fat & Rapeseed Oil

### ALLERGENS<sup>2</sup>

Soy. May also contain cereals that include, nuts, peanuts, lupine, sesame, celery, mustard, eggs and milk.

### 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:

- Before using, thaw the desired amount needed, under refrigeration, for 48 hours.
- After thawing, the product must be stored in the refrigerator for no longer than 48 hours before cooking.
- DO NOT REFREEZE

#### Shelf life/Storage:

- Keep frozen at or below (-18°C) for up to 9 months, before use.

#### Serve

- For best results serve hot.

### PREPARATION

Remove the product from the refrigerator.



#### IN A SAUTÉ OR FRYING PAN:

Heat a few tablespoons of oil in a sauté/frying pan over low to medium heat. Add the product to the pan and sauté for at least 9 minutes, stirring constantly, until browned. Cook until the measured internal temperature taken at the center of the product is 72°C.



#### GRILLING:

Form the mince into the desired shapes. Heat a grill to high (220°-250°C). Place the shaped mince on the heated grill and cook for a total of 9 minutes, making sure to flip the mince patties several times during cooking. When ready, the mince patties will be nicely browned and the measured internal temperature at the center of each shaped mince should read 72°C.



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

<sup>1</sup> Please refer to the printed material on our packaging for the most up to date product information.

<sup>2</sup> Although our product line is manufactured in a vegetarian facility on a vegan production line, we like to err on the side of caution. Therefore, we include any allergen, like eggs and dairy products that might be present in other sections of the manufacturing facility. None of our products contain eggs or dairy products!





Bitterballen & New-Meat™ Donuts



New-Meat™ in a Steamed Bun



Tagliatelle alla Bolognese New-Meat™

## SERVING RECOMMENDATIONS

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.
- Remember success in the kitchen, to paraphrase Thomas Edison, is 1% inspiration and 99% perspiration”. Be creative!



New-Meat™ Tacos



Emilia & Romana



Redefine Meat Ragù

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