



## NEW-MEAT™\* COOKING GUIDE

# REDEFINE PREMIUM BURGER

## PLANT BASED BEEF STYLE BURGER



### 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:

- 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!

#### 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 freezer.

#### IN A SAUTÉ OR FRYING PAN:

1. Heat a few tablespoons of oil in a sauté/frying pan over medium heat (170°C).
2. Add the frozen Redefine Premium Burger patty and cook, covered, for 5 minutes.
3. Uncover the pan, flip the patty, and continue to cook for an additional 9 minutes, continuously flipping the patty at 3-minute intervals, until the burger is cooked through and nicely browned.
4. When done, the measured internal temperature of the patty should read 72°C.

#### GRILLING:

1. Heat a grill to high (220°-250°C).
2. Place the patty on the heated grill and cook for a total of 15 minutes, making sure to flip the patty several times during cooking.
3. When ready, the patty will be nicely browned and the measured internal temperature at the center of the patty 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!





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

## 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!



Redefine Burger



Redefine Meat 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