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Bikers Meet The Blend At Sturgis

Mushroom Council will Serve Blended Burgers at 77th Sturgis Rally

Sturgis, S.D. (July 31, 2017) – The blended burger’s growing fan base spreads to one of the most unlikely locations next week when the Mushroom Council serves blended burgers at the 77th Annual Sturgis Motorcycle Rally.

“Can bikers be Blenditarians? Of course!” said Bart Minor, president, Mushroom Council. “Whether a person is health conscious, sustainability minded, or just loves a good, juicy burger, The Blend knows no boundaries. To prove it, we’re taking the Blend to a place with few limits – Sturgis.”

The Council will serve blended burgers, made by Chicago chef Lance Avery, with beef blended with portabella, shiitake and cremini mushrooms, on Thursday, Aug. 10, from 6 p.m. – 9 p.m. at the [Sturgis Museum and Hall of Fame](#), 999 Main St, Sturgis, SD. Hosted by [Thunder Press](#) magazine as part of its 25th anniversary celebration, the event is a fundraiser for the iconic Museum.

“The Blend already has been accepted by K-12, universities, influential chefs, fast casuals and small-town diners,” Minor added. “Sturgis literally is the next frontier for The Blend; we can’t wait to get rally goers’ take on it.”

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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