

FOR IMMEDIATE RELEASE:

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USC Hospitality

**USC HOSPITALITY ANNOUNCES PARTICIPATION IN
THE JAMES BEARD FOUNDATION'S BETTER BURGER PROJECT™**

WHAT

Los Angeles, CA (May 27, 2015) – USC Hospitality has announced today that it will be participating in The James Beard Foundation's (JBF) Better Burger Project™, a nationwide contest and challenge to make a "better burger" by blending ground meat with finely chopped, cultivated mushrooms to create a delicious, healthier, and more sustainable burger. The Restaurants of USC have had a long standing commitment to incorporating mushrooms into seasonal menus and has supported a self-created annual appreciation and educational event focusing on mushrooms, Mushroomapalooza. Participating in the Better Burger Project™ is an excellent opportunity to showcase the talented Chefs of USC nationally while educating our guests on healthy alternatives.

Custom designed recipes for the Better Burger™ Project will be featured in Moreton Fig, McKay's and The Lab Gastropub Restaurants. Using a regional favorite as inspiration, McKay's Chef Mikery Hatfield has created a flavorful Chicken-N-Waffle Burger. Chef Jose Gomez's Ménage à Trois Burger is taking residence at The Lab Gastropub and will definitely have guests understanding why three is better than two. Chef Tim McDowell has chosen to present a Kobe Porcini/Crimini Burger. The burgers are featured now through July 31, 2015. Blending meat with mushrooms reduces calories, fat, and sodium while adding important nutrients like vitamin D, potassium, and B vitamins. A blended burger also brings more sustainable, plant-based items to menus allowing Americans to enjoy the taste and flavor of the burgers they love, knowing it's a healthier and more sustainable preparation.

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America will vote for its favorites through an Instagram-based social media challenge. Diners can vote and support the Better Burger Project™ by:

- Visiting participating restaurants between May 25th and July 31st and ordering the “better burger” (see participating restaurants at betterburgerproject.org)
- Posting a photo of the burger on Instagram
- Using the hashtag #betterburgerproject and the handle of the restaurant and/or the chef who created the burger
- Sharing what’s better about the burger in the caption
 - (example: “Just ate this amazing burger blended w mushrooms in support of #betterburgerproject from @thelabgastropub at USC”)
- Dining often and helping your favorite chef win the prize

When the promotion concludes at **11:59pm EST on July 31st, 2015**, the five (5) chefs with the most photo uploads on Instagram by consumers will win a trip to NYC in October 2015 to cook their "better burger" dish at the James Beard House.

Visit betterburgerproject.org for a list of participating restaurants and follow #betterburgerproject on Facebook, Twitter, and Instagram.

WHERE



3500 South Figueroa Street
Los Angeles, California 90089
Phone: 213.743.1843
<http://thelab.usc.edu/>

Hours of Operation:
11AM – 9PM (MON-SAT)
12PM – 9PM (SUN)

M c K A Y ' S

3540 South Figueroa Street
Los Angeles, California 90007
Phone: 213.743.411
<http://mckays.usc.edu/>

Hours of Operation:
7AM – 10AM (BREAKFAST)
11AM – 3PM (LUNCH)
11AM – 9PM (LOUNGE)
*SUN: 8AM – 11AM (BREAKFAST)
*SUN: 11AM – 9PM (LOUNGE)



3607 Trousdale Parkway
Los Angeles, California 90007
Phone: 213.821-3441
<http://www.moretonfig.com/>

Hours of Operation:
Reopening for Summer June 8, 2015
11AM – 2PM (MON-FRI)
CLOSED (SAT-SUN)

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About USC Hospitality

USC Hospitality is a division of USC Auxiliary Services at the University of Southern California, one of the nation's premier research universities. USC Hospitality operates over 30 food and beverage venues on the University Park Campus, Health Sciences Campus as well as two off campus venues and offers full-service catering. A unique mix of nationally recognized, locally acclaimed as well as innovative self-branded concepts consist of full-service restaurants, residential dining restaurants, cafes, retail dining concepts, vending and full-service catering supports the food and beverage needs of the university community. For more information, please visit hospitality.usc.edu.

About the James Beard Foundation (JBF)

Founded in 1986, the James Beard Foundation celebrates, nurtures, and honors America's diverse culinary heritage through programs that educate and inspire. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts, instilling in them the value of wholesome, healthful, and delicious food. Today JBF continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships for culinary students, publications, chef advocacy training, and thought-leader convening. The Foundation also maintains the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. In September of 2012, JBF launched the Diplomatic Culinary Partnership with the U.S. Department of State's Office of Protocol and helped create the American Chef Corps as a way to champion American chefs abroad, promote American food products, and foster an interest in American culinary culture and history through international programs and initiatives. One such project is Expo Milano 2015, a global gathering of 147 countries addressing the challenges of how we will feed ourselves in the future. At Expo, the James Beard Foundation has co-led the effort for the State Department to design and produce the USA Pavilion; the theme of the pavilion, "American Food 2.0: United to Feed the Planet," showcases America's contributions to global food security and gastronomy. For more information, please visit jamesbeard.org. Find insights on food at the James Beard Foundation's [blog](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#) and [Instagram](#).

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