



Barbecue with a Plant-based Twist

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Award trophy How do you bring the community together in a fun and innovative way? With a barbecue, of course—but in this case, with a twist. Ingredion and The Hatchery Chicago put a unique twist on the good old-fashioned barbecue by hosting a cook-off contest where all entries were made with plant-based ingredients. Our Protein Culture Catalyst team cooked up the idea with members of The Hatchery Chicago, a food business incubator located on Chicago's west side, to promote and demonstrate the versatility of the plant-based world.

The cook-off was held at The Hatchery Chicago with five contestants, all local entrepreneurs, competing for the \$1,000 grand prize. Representatives from Ingredion, Bell Flavors, Synergy and local restaurant La Scarola judged the cook-off ranking the entries based on taste, presentation and creativeness. The winning entry came from Maison Cuisine for their jackfruit tacos. The People's Choice Award went to LusOasis for their barbecue plant-based steak.

A crowd of more than 60 people from the surrounding neighborhood and sponsoring organizations participated in the event to cheer on the contestants, learn more about plant-based ingredients and indulge in delicious and creative recipes.

"We couldn't have asked for a more talented, passionate group of entrepreneurs to participate in the first annual cook-off; it was truly inspiring to be in their presence," said Kimberly Frey, senior product line manager, global plant-based proteins.

"The cook-off was a great opportunity for our plant-based proteins team to engage with customers in a relaxed and entertaining setting," said Diana Munoz, associate marketing manager. "We hope this is the start of an annual tradition to bring together the community, promote plant-based protein culture and reach new customers."

In a follow-up [podcast](#), Elysabeth Alfano, founder of Plant Powered Consulting and the host of the cook-off, spoke with representatives from Ingredion, The Hatchery Chicago and Chef Huan Xia, winner of the People's Choice category at the cook-off about the event.

Plant-based steak Judging table Fish tacos