

The burgers    The cheese    Cheese & Burger    The society    Sweepstakes  
society

Cheese & burger 3	Make the burger	Meet the cheese
<div data-bbox="389 600 1203 1245" data-label="Image"></div> <p data-bbox="678 1272 912 1305" style="text-align: center;"><b>The Uncle Sam</b></p> <p data-bbox="587 1335 1003 1368" style="text-align: center;">Featuring Wisconsin cheddar</p>		
<p data-bbox="197 1413 1385 1637">This all-American cheeseburger will have you singing “The Star-Spangled Banner” after just one bite. Yes, it’s finally time for hot dogs and apple pie to quietly step aside as America’s signature foods. Because The Uncle Sam is ready to serve this country from sea to shining sea.</p>		

**File 16 p. 157 • What they think about eating burgers**

**Marcus Samuelsson, world-class chef**

“When I’m in need of a quick meal, a burger is always my first choice! Burgers are easy, fast, and don’t even require utensils to eat, making them the perfect get-together main course, a simple dinner recipe to whip up any night of the week.”

**Gigi Hadid, model**

“The first year I lived in New York, I tried a different burger every week to find out my favorite burger in New York.”

**Charles Kuralt, journalist**

“You can find your way across this country using burger restaurants the way a navigator uses stars.”

*www.brainyquote.com*

**1.** improvise

**File 16 p. 158 • The Fourth of July barbecue: a Southern tradition**

Just after the Revolution, Americans marked Independence Day with public dinners, and in the South those dinners quickly grew into large outdoor barbecues. These massive outdoor barbecues were free to all comers, and since the meat was donated by members of the community, it would be whatever local farmers had on hand. [...]

As settlers moved westward, those from the Southern states took their barbecue tradition with them. Texans were celebrating Independence Day with barbecue by the late 1840s, and in 1858 – just five years after the city’s founding – the residents of Kansas City staged<sup>1</sup> their first Fourth of July barbecue, which drew 3,000 attendees<sup>2</sup> and featured a barbecued buffalo.

So if you’re dining on barbecue this holiday weekend, you’re continuing a long, proud Southern tradition.

Robert Moss, *www.southernliving.com*, 2017

**1.** organise      **2.** participants

**File 16 p. 159 • Gone with the wind**

The barbecue pits<sup>1</sup> had been slowly burning since last night, with the meats turning on spits above them and the juices trickling down and hissing into the coals. [...] The long picnic tables, covered with the finest of the Wilkeses' linen, always stood under the thickest shade, with backless benches on either side [...]. At a distance great enough to keep the smoke away from the guests were the long pits where the meats cooked and the huge iron washpots from which the succulent odors of barbecue sauce floated. [...] The barbecue had reached its peak and the warm air was full of laughter and talk, the click of silver on porcelain and the rich heavy smells of roasting meats and gravies<sup>2</sup>.

Adapted from Margaret Mitchell, *Gone With the Wind*, 1936

**1.** what you cook your barbecue in    **2.** *jus de viande*

**File 16 p. 160 • Why do burgers continue to get more & more popular?**

Well, let's see; first of all burgers are typically affordable, and they're becoming more and more imaginative... Oh, yeah, they're also very tasty! America has formed a love affair of sorts with burgers.

Yes, indeed, Americans do love their burgers. In fact, we even have a National Burger Day (May 28th). My guess would be that some Americans celebrate National Burger Day by consuming burgers every day for the entire month of May. Let's face it; I'm sure that a few even celebrate by consuming burgers every single day, all year long.

So here are the warm, soft facts: Americans devour nearly 50 billion burgers each year (that's billion with a b). There are approximately 325,000,000 people in this country, so if my math is indeed correct that means that the average American consumes 154 burgers each year or 3 every week. And that's not taking into consideration that there are many Americans who do not eat burgers at all!

Adapted from *zzzippy.com*

**File 16 p. 161 • McDonald's to make the Happy Meal healthier**

Your McDonald's Happy Meal is about to look a little different. The fast-food giant announced a series of changes to its Happy Meal menu Thursday, as part of a broader plan to provide healthier options for children. Cheeseburgers will no longer be a menu option, and French fry servings will be downsized. Bottled water will be added as a beverage<sup>1</sup> option, while the chocolate milk will be reformulated to reduce added sugars.

The move comes as the first step in a commitment to limiting calories, sodium, saturated fat, and added sugar in its Happy Meals. By the end of 2022, McDonald's wants at least half of its Happy Meal options to meet the new nutrition criteria: 600 calories or less; no more than 10% of calories from saturated fat; less than 650 mg of sodium; and no more than 10% of calories from added sugar.

Cheeseburger enthusiasts need not fear, however: the Happy Meal cheeseburger will in fact still be available, but by request only. The chain hopes that removing unhealthy items from the menu will nudge<sup>2</sup> diners to change their consumption habits.

Adapted from Nathasha Bach, *www.fortune.com*, 2018

**1.** drink    **2.** encourage

Renowned chef Chase Kojima launched Sokyo in Sydney and Kiyomi in Broadbeach before opening his first casual venue<sup>1</sup>, Gojima at The Star Sydney.

**What started your love of burgers?**

Growing up in San Francisco, California, it was a diverse culture, but we still grew up eating burgers. You eat so much you actually hate it but you also love it. Hard to explain but it's something I cannot live without.

**What are your most innovative burgers, and why?**

Our burgers that feature sashimi were the trickiest<sup>2</sup> to get right as slices of raw fish presented more structural challenges than something like a beef patty.

**The Australian burger market has in recent times been strongly influenced by the American burger, why do you think this is?**

American and Australian burgers taste very different. American burgers are more simple and sloppy<sup>3</sup>. I love Australian-style burgers. They have a gourmet feel to it with a lot of extra things that go inside each of their burgers.

**What trends are you currently noticing in burgers across the country?**

I think 'Look at me' burgers are becoming the trend. Many people are taking a pic and sharing on social media before enjoying the actual food.

Adapted from *www.foodservicenews.com.au*, 2017

1. place to go out to    2. the most complicated    3. *peu soigné*

**File 16 p. 167 • The new generation of veggie burgers**

The veggie burger market is starting to look a lot like... meat. How realistic are the meat substitute used? In some stores, they are sold alongside actual meat.

In the interest of research, my husband and I shared a VG Beyond Burger at Veggie Grill, then walked to a brewpub<sup>1</sup> to share a beef burger. To my surprise, the flavor really was similar – although my husband thought the Beyond Burger had a better texture. Both were tasty, but neither was as flavorful as the grass-fed beef we buy from a small local ranch.

Melissa Abbott, a vice-president at The Hartman Group, said health concerns used to be the driver of faux-meat sales. “Now we’re in an era where meat analogues are looking a lot different, and they are on the verge of<sup>2</sup> taking over in a way they never had,” she said. “It might not be quite the same texture as meat, but it comes closer than it ever has before, and they’re in places where you wouldn’t expect to see them in years past.”

Are Americans ready to give up their meat? Abbott said no – but more and more people want their meat to be sustainable. “They’re eating less meat, and it’s easier than it ever has been before,” she said.

Adapted from Carrie Dennett, [www.seattletimes.com](http://www.seattletimes.com), 2018

1. *brasserie*    2. they will soon be