

# THE WALL STREET JOURNAL.

This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers visit <http://www.djreprints.com>.

<http://www.wsj.com/articles/wheres-the-beet-veggie-burgers-even-carnivores-will-crave-1445371914>

LIFE | FOOD & DRINK

## Where's the Beet? Veggie Burgers Even Carnivores Will Crave

Top chefs are taking veggie burgers from merely expedient to truly exquisite. You won't miss the meat in these recipes from chefs Daniel Humm of the NoMad in Manhattan and Tory Miller of Graze in Madison, Wis.



The NoMad Bar Veggie Burger With Piquillo Aioli PHOTO: JAMES RANSOM FOR THE WALL STREET JOURNAL, FOOD STYLING BY RYAN REINECK, PROP STYLING BY STEPHANIE HANES

By **ELIZABETH G. DUNN**

Oct. 20, 2015 4:11 p.m. ET

**IT HASN'T ALWAYS** been easy to love veggie burgers. A dreary disc of some soy product or other, complete with counterfeit grill marks, has long served as the

vegetarian's repast of last resort. But now, at last, top chefs are making over the much-maligned menu item.

---

SEE THE RECIPES

---



- Recipe: Weeknight Beet Burgers (<http://www.wsj.com/articles/recipe-weeknight-beet-burgers-1445371620?tesla=y>)
- Recipe: The NoMad Bar Veggie Burger With Piquillo Aioli (<http://www.wsj.com/articles/recipe-the-nomad-bar-veggie-burger-with-piquillo-aioli-1445371693?tesla=y>)

New York City, in particular—a steak and burger town if there ever was one—is witnessing a proliferation of meatless patties. Brooks Headley, the former pastry chef of Del Posto, opened a fast-casual spot called Superiority Burger in June, with vegetarian patties in the title role. At the opulent NoMad Bar, Daniel Humm started offering a version earlier this year. April Bloomfield has become justly famous for her unctuous lamb and Roquefort burger at the Spotted Pig; when she opens Salvation Burger in December, the menu will feature a meat-free patty. Even Ralph Lauren's clubby Polo Bar—about as far as a diner can get from hippy-dippy-vegan—has its own pea, fava and carrot rendition.

The secret of these burgers' success? Not trying in the slightest to imitate meat. Mr. Humm's recipe is modeled on falafel, the original meat-free meatball. Ms. Bloomfield's will be made with beets and other roots, plus sweet potato

vermicelli and rice. At Superiority Burger, the patty includes an ever-changing assortment of beans, grains and vegetables, bound with potato starch.

“I don’t need something indistinguishable from meat in order to feel like I’m eating a hamburger,” said Mr. Headley. “The act of eating a burger is so iconic and so American, and it’s not just about the patty. It’s the squish of the bun and the crunch of the lettuce and the tang of the ketchup—there’s something primally satisfying in all that.”

A focus on reducing food waste has been a driving force. “You have trim from vegetables and things you’d normally throw out, which you can steam and roast and grind and make into boutique veggie patties,” said chef Tory Miller, who’s had an immensely popular beet-walnut burger on the menu at Graze in Madison, Wisc., since the restaurant opened in 2010. At Superiority Burger, the recipe’s left intentionally loose to accommodate whatever extras end up in the kitchen that day.

Rising awareness regarding the health benefits of a plant-based diet factors in, too. Hamburgers, a cornerstone of carnivorous life, present an enticing challenge for chefs bent on showing what plants have to offer. “If you can cook a vegetable dish where even the meat eaters feel they don’t miss anything, that’s the goal,” said Mr. Humm. “We need to do a better job of making the dishes crave-worthy.”

---

#### MORE IN EATING & DRINKING »

---

- Cabbage Recipes Sure to Turn Some Heads (<http://www.wsj.com/articles/cabbage-recipes-sure-to-turn-some-heads-1444665457>)
- Recipe for Charred Eggplant With Curried Chickpeas (<http://www.wsj.com/articles/alon-shayas-recipe-for-charred-eggplant-with-curried-chickpeas-1444320985>)
- Europe (Finally) Wakes Up to Superior Coffee (<http://www.wsj.com/articles/europe-finally-wakes-up-to-superior-coffee-1443556859>)
- Recipe for a Life-Changing Soup (<http://www.wsj.com/articles/recipe-for-a-life-changing-soup-1443031677?tesla=y>)
- Cook Up a Shelling Bean Feast (<http://www.wsj.com/articles/cook-up-a-shelling-bean-feast-1442259028>)
- Recipes for Getting the Best Return on a Surplus of Vegetables (<http://www.wsj.com/articles/recipes-for-getting-the-best-return-on-a-surplus-of-vegetables-1441306331?tesla=y>)

Copyright 2014 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com).