

# INTRODUCING *Jason Roberts*

## Mushroom Master & Chef

As a celebrated and respected chef, Jason Roberts has been a passionate advocate for nourishing, sustainable food for over 30 years.

We asked Jason shares his insights on why mushrooms are one of the best ingredients a cafe can incorporate into their regular menu.

# Q&A

### Why add mushrooms to the menu?

Mushrooms tick all the boxes. They have the ability to be the star of the show, lending themselves as an incredible blank canvas with their unique umami flavour.

They deliver consistency all year round with their affordable price point allowing for better management of food costs – and they're a popular and attractive menu item.



### What's your go-to mushroom dish?

My favourite mushroom dish is miso-buttered mushrooms (pictured above with the recipe on Page 8) - very simply sautéed in butter or oil and seasoned salt and pepper. Let's just say that mushrooms, butter, quality olive oil and salt and pepper will always be friends in my kitchen!

### Do you have a signature mushrooms on toast recipe or dish inspiration?

Big flavours are important to me and mushrooms have the most incredible texture and ability to absorb flavour. I'm currently addicted to miso, and its flavours are picked up perfectly when cooked with the deliciously meaty mushroom.

Growing up I was trained in traditional French cuisine and taught to play it safe with well-balanced flavours, but now as I've matured I have wanted to break the rules! My mushroom toast dish also features Cavolo Nero, which I have been using for quite some time. It complements the café scene so well, the leaves are robust and you use the entire leaf.

### What would you like to see on cafe menus?

I would love to see more cafes using mushrooms as the hero ingredient. They deserve centre stage, not just as a side dish or an add on. You can easily take a plant-based dish and upsell sides to add value and increase profit margins. Mushrooms really are profitable and becoming more & more popular among diners.