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# BEYOND THE IMPOSSIBLE COOKBOOK

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10 PLANT-BASED BURGER RECIPES THAT  
WILL INSPIRE CULINARY ADVENTURES

## THE BIG FRY BURGER IS BEYOND THE IMPOSSIBLE!

We've been carefully crafting this burger for the past few years to ensure it met our extremely high standards. As soon as we tasted it we knew it was special, but we wanted it to be more than that. We wanted this new burger to blow everyone away, even the biggest meat-lovers in the world. We had to go **beyond the impossible** and we believe we have.

My dad, Wally Fry, started Fry's back in 1991. He met my mom Debbie, a passionate vegetarian and his life took a new turn. My mom inspired him with her healthy diet and outlook on food. The penny really dropped when he was contracted to build a piggery. He was proud of his work and was called back one day to do an inspection. He was horrified at what his handiwork had created for the pigs. His heart broke when he saw how they were treated and Wally decided to stop eating meat for good. He was very excited about his new lifestyle, but he grew tired of the lack of options available to him. By the time he had been vegetarian for a few months, he couldn't even look at another spinach and feta pie.

He decided that he wanted to make food that looked and tasted like meat so that people like him could still eat all their favourite meals. His mission for crafting vegan food that tastes like meat started 30 years ago, but we have come closest to achieving this mission today. Our new **Big Fry Burger** looks, sizzles and tastes so much like a ground beef burger that some meat eaters can't even tell it apart from a beef burger.

Right from the start, our mission at Fry's has been a moral one, and to this day nothing has changed. We still measure our success based on how many animals we save every year. We know how daunting change can be, which is why we always encourage you to go beyond the impossible to create positive change at your own pace. Even small changes can make a huge difference. By swapping out one beef burger with a plant-based burger like The Big Fry Burger just once a week, you would save an average of 15-20 cows per year.

We don't just want to make food that mimics meat though. We believe in so much more than that. We were determined to make a burger that not only tasted amazing but was also better for people's health and the planet.

As a family we take our health very seriously and we're very fortunate to have a mother who instilled great eating habits in us from a young age. Our family still eats all the Fry's products today and our children are our top (and most fussy) taste testers. This is why it's a huge priority

for us to make sure that our food is nutritious. The Big Fry Burger has **20g protein** per 112g patty and it's naturally cholesterol free! You could lower your risk of heart disease by up to 24% just by swapping meat burgers for plant-based burgers like The Big Fry Burger. It also has 4g of fat per 100g which is linked to a lower risk of heart disease and cancer. All our products are made with **non-GM** ingredients and The Big Fry Burger is no exception.

Eating a plant-based burger like The Big Fry Burger instead of a meat burger just once a week is the easiest way to reduce your greenhouse gas emissions and by swapping out just one beef burger you also save 2125 liters of water, which equates to a 10 min shower every day for 2 weeks. This burger isn't only super tasty, it's also the easiest way to help fight against climate change.

As nature lovers, we are incredibly upset by the huge amount of litter and waste that lands up in our beautiful oceans. This launch was a huge step forward for us from a packaging point of view. This is our first **100% recyclable** pack! Our packaging is a huge priority for us at the moment. We are hoping to have plastic free packaging in the next few years and we are working day in and day out to achieve that goal.

We hope you love the Big Fry Burger as much as we do.

Love Tammy Fry  
xxx



## HOW IS IT BETTER THAN A MEAT BURGER?

### Health

The Big Fry Burger has **20g protein per 112g** patty while most beef burgers average at 17g of protein per 112g. This means you can still pump iron at the gym and build just as much (if not more) muscle mass after eating our burgers.

The Big Fry Burger is **cholesterol free** while beef burgers average at 70mg of cholesterol per 100g. This means you could lower your risk of heart disease by up to 24% by swapping meat burgers for plant-based burgers like The Big Fry Burger.

The Big Fry Burger only has **4g of fat per 100g** while beef burgers average at 14g of fat per 100g. Eating foods lower in fat is linked to a lower risk of heart disease and cancer.

### Animals

By swapping out one beef burger with a plant-based burger like The Big Fry Burger just once a week, you would save an average of **15-20 cows** per year.

This delicious plant-based burger looks sizzles and tastes just like a ground beef burger. The Big Fry Burger has been lovingly crafted with a vision to inspire change – for our planet, the animals and your health.

### Planet

Eating a plant-based burger like The Big Fry Burger instead of a meat burger just once a week is the easiest way to reduce your **greenhouse gas** emissions.

By swapping out one beef burger with a plant-based burger like The Big Fry Burger you **save 2125 liters** of water, which equates to a 10 min shower every day for 2 weeks.



- 100% plant-based
- Non-GM
- Naturally cholesterol free
- High in protein – 20g per patty
- Low in saturated fat

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LEOZETTE ROODE (@leozetteroode)

Author of The South African Vegan Cookbook. Media and Outreach  
Manager Humane Society International - Africa

"You're off to Great Places!  
Today is your day!  
Your mountain is waiting  
So... get on your way!"  
- Dr. Seuss



THE BIG FRY BURGER

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# SPICY PEANUT BUTTER BURGER



## MAKES 2 BURGERS

2 Big Fry Burgers, defrosted  
30ml of oil to fry the burgers

1 tablespoon of olive oil  
to caramelize the onions

1 large onion, peeled

A pinch of salt

A pinch of sugar

Water, as needed

4 tablespoons peanut butter

1 avocado, peeled,  
pitted, and mashed

1 large lettuce head,  
cleaned and shredded

2 fresh buns, toasted

### For the kimchi sauce:

3 garlic cloves, peeled  
and diced fine

1 half inch piece fresh ginger  
root, peeled and diced fine

3 spring onions,  
peeled and diced fine

1 tablespoon sesame oil

2-4 teaspoons\* chilli powder

1 teaspoon sugar

1/2 cup vegan mayonnaise

\*depending on heat / spice preference

**Caramelize the onion:** cut the peeled onion in half, and then slice to your desired thickness. In a large skillet over medium-low heat, heat olive oil. Add the onion, stirring to coat them in the oil. Cook on medium low heat. After 7-8 minutes, add salt and sugar, continue to cook, stirring every few minutes. Keep the heat low, and add water as needed, to keep the onions from drying out. Cook for 30 minutes or more until the onions are a rich caramel color.

**Make the kimchi sauce:** In a small bowl, whisk together all the kimchi sauce ingredients.

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally

**Assemble the burgers:** Spread kimchi sauce on toasted buns. Top with lettuce, then the Big Fry Burger patty. Add two tablespoons peanut butter to each burger patty, top with a generous amount of caramelized onions. Add more lettuce, a few tablespoons of mashed avocado, and several tablespoons of kimchi sauce, place the bun on top, and enjoy!

## DEBBIE FRY

Co-Founder of The Fry Family Food Co.

"ALWAYS DREAM BIG! Just love what you are doing and keep looking forward to the day that your dreams become your reality."



# BIG MACFRY BURGERS



**Make the sauce:** mix all of the sauce ingredients in a small bowl. Cover and refrigerate for an hour before serving.

### MAKES 2 BURGERS

- 4 Big Fry Burgers, defrosted
- 30ml of oil for cooking
- 2 slices of vegan cheese
- 1/2 a small red onion, sliced thinly
- 1/4 cup shredded lettuce
- 2 dill pickle slices
- 4 large fresh buns, toasted

### For the sauce:

- 1/2 cup vegan mayonnaise
- 1/2 tablespoon sweet relish
- 2 teaspoons dill pickle relish
- 1 teaspoon sugar
- 1/2 a small onion, diced
- 1 teaspoon white vinegar
- 1 teaspoon tomato sauce
- 1 small pinch of salt

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally.

**Assemble the burgers:** Lightly toast two bottom buns.

On the bottom bun, add 1 tablespoon of the sauce, red onion slices, 1/4 cup of shredded lettuce, the dill pickle slices, vegan cheese, and one Big Fry Burger.

Place the other bottom bun on top, and top it with the same items mentioned above, but no cheese or pickles. Top with the remaining bun on top and devour!

# TACO BURGERS



## MAKES 2 BURGERS

- 2 Big Fry Burgers, defrosted
- 30ml of oil for cooking
- 1 tomato diced
- 2 jalapeños diced
- 1 red onion, sliced thinly
- 2 slices vegan cheese
- 1 pinch of coriander
- 1/3 cup shredded lettuce
- 4 tablespoons of salsa
- 1/3 cup of guacamole
- 2 tablespoons lime juice
- 1 small bag of tortilla chips
- 2 fresh buns

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally.

**Assemble the burgers:** Add the burger patty to the bun, top with the guacamole and the other toppings as desired, finishing off with the tortilla chips. Add the top of the bun and enjoy!

HAYLEY RICHARDSON (@livingconsciousmom)

Fry daughter and creator of The Big Fry Burger

"Maybe the journey isn't so much about becoming anything. Maybe it's about un-becoming, everything that isn't really you, so you can be who you were meant to be in the first place."

- Paulo Coelho

JEREMY WARD (@jeremyward12)

Plays centre for Cell C Sharks

"Your daily doing, not your weekend wishing,  
determines where your life is going"  
- anonymous.

THE BIG FRY BURGER

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# FRITO CHILLI BIG FRY BURGERS



Marinate the Big Fry Burger patties in the barbeque sauce for 1 hour before cooking

## MAKES 2 BURGERS

- 2 Big Fry Burgers, defrosted
- 30ml of oil for cooking
- 1/2 cup barbecue sauce
- 2 small chillis
- 1 cup grated vegan cheese
- 1 red onion, sliced thinly
- 1 bag of Original Fritos
- 2 fresh buns

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the marinated Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally

**Assemble the burgers:** Add the Big Fry Burger patties to the bun and top with chillis, vegan cheese and red onion slices. Top with original Fritos and the top of the bun. Dig in!

## SHAUN RICHARDSON

Plant-based athlete with a dream to change hearts  
and minds across the world with Fry's.

"The sky is not the limit.  
Your mind is."  
- Marilyn Monroe



# LEBANESE INSPIRED BURGERS



## MAKES 2 BURGERS

- 2 Big Fry Burgers, defrosted
- 30ml of oil for cooking
- 1/2 cup flat-leaf parsley leaves
- 1 cup sun-dried tomatoes
- 2 tablespoons pine nuts, toasted
- 1/4 cup lemon juice
- 40g baby spinach
- 100g hummus
- 2 fresh buns

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally.

**Assemble the burgers:** Add the burgers to buns and top them with hummus, baby spinach, pine nuts, sun-dried tomatoes, the juice from the lemons and parsley leaves. Add the top of the bun and enjoy!

## WALLY FRY

Co-founder of The Fry Family  
Food Co.

"We fall. We break. We fail...  
But then, we rise, we heal, we  
overcome."

- anonymous



THE BIG FRY BURGER

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# SWISS PAN BIG FRY BURGERS WITH ROSEMARY-MUSHROOM PAN SAUCE



**Prepare the sauce:** Add the mushrooms and spring onions to a frying pan. Season with salt and pepper then sauté until the mushrooms are golden brown; this should take about 5 minutes. Add the rosemary and garlic then sauté for 1 more minute. Add the vegan stock broth then simmer, scraping the bits up from the bottom of the pan, until the sauce has reduced and thickened slightly, this should take another 5 minutes.

### MAKES 2 BURGERS

2 Big Fry Burgers, defrosted  
30ml of oil for cooking  
2 slices vegan cheese  
1/2 cup sliced mushrooms  
4 spring onions, chopped  
2 cloves garlic, diced  
1 stalk of rosemary  
1/2 cup vegan stock broth  
Salt and pepper to taste  
2 fresh buns

**Cook the burgers:** Heat 30ml of oil on high in a skillet or a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally. Add vegan cheese slices then allow to melt slightly (don't let the vegan cheese melt onto the skillet/pan or it will burn.)

**Assemble the burgers:** Place the burgers on the buns then top with the mushroom sauce and the top of the burger. Enjoy!

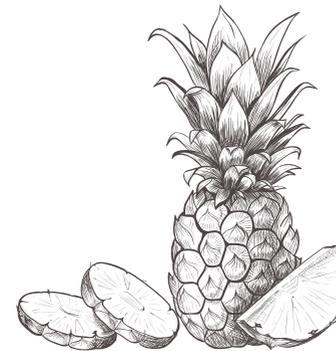


KYLE BUCKINGHAM (@kylebuckingham)

Double Ironman Champion and plant-based triathlete

"The Pain you Feel Today, Will Be the Strength you Feel Tomorrow!"  
- anonymous.

# ALOHA BURGERS



## MAKES 2 BURGERS

- 2 Big Fry Burgers, defrosted
- 30ml of oil for cooking
- 2 slices vegan cheese
- 1/2 can sliced pineapple rings
- 2 tablespoons of the pineapple juice
- 1 cup shredded lettuce
- 1/2 cup barbecue sauce
- 2 fresh buns

**Prepare the sauce:** Place the barbecue sauce in a bowl and add 2 tablespoons of the pineapple juice. Stir together and set aside.

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally. Add the vegan cheese slices then allow them to melt slightly.

**Assemble the burgers:** Spread 1 tablespoon of sauce on the bottom part of each of the buns. Cover with lettuce and a Big Fry Burger patty. Then top with a pineapple ring. Spread 1 tablespoon of sauce on the inside of the top bun and the top of the burger. Enjoy!

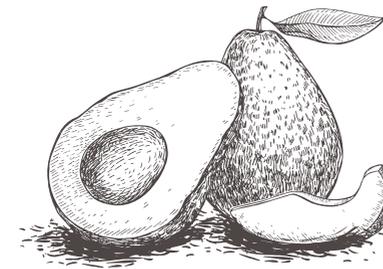
# QUESADILLA BURGERS



ELEANOR DOUGLAS-MEYERS (@justellabella)

Journalist, lifestyle blogger and creative entrepreneur

"In life some failure is inevitable, the trick is to learn from your mistakes and "fail forward".



## MAKES 2 BURGERS

- 2 Big Fry Burgers, defrosted
- 30ml of oil for frying the burgers
- 5ml of oil to cook the tortillas
- 4 small tortillas
- 1 cup shredded vegan cheese
- 1/2 cup shredded lettuce
- 2 avocados sliced
- 1 jalapeño (optional)
- 1 cup salsa

Set out 4 tortillas (2 for each burger) and top each with shredded vegan cheese.

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally.

**Cook the tortillas:** Lightly coat a second pan with cooking oil and heat to med/low heat. Place the tortillas (as many as will fit at a time) with vegan cheese upon the pan and wait for the cheese to melt. Remove and add additional tortillas.

**Assemble the burgers:** Place the burgers on the tortillas, and top them with your remaining ingredients. Finish off with the salsa and the tops of the tortillas. Cut in half and enjoy!



TUMI NQOKO (@tumis\_wellness)

Health and Wellness Ambassador

"Let me fall if I must fall. The one I become will catch me."

- Sheryl Sandberg

# BALSAMIC CARAMELISED ONION BURGERS

## Make the balsamic caramelized onions:

Put your sliced onions and balsamic vinegar in a large skillet with a tight fitting lid. If you don't have one you can use a pot instead, but the process may take a bit longer. Cover and cook over medium heat for about 20 minutes.



Take off the lid and continue to cook, stirring every few minutes, until there is no liquid left. Once this happens, the onions will start to caramelize. You'll then add 1/3 cup of water, stirring again until there is no liquid left. Repeat this process until the onions are fully cooked and caramelized. Set aside.

## MAKES 2 BURGERS

- 2 Big Fry Burgers, defrosted
- 30ml of oil for cooking
- 2 large red onions, cut in half and then sliced
- 1/3 cup balsamic vinegar
- 4 slices vegan cheese
- 1/3 cup of water
- 2 fresh buns

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally. Add the vegan cheese slices then allow them to melt slightly.

**Assemble the burgers:** Add the burgers to buns, top with the balsamic caramelized onions and the top of the burgers. Enjoy!

# ASIAN INSPIRED BIG FRY BURGERS



## MAKES 2 BURGERS

2 Big Fry Burgers, defrosted  
30ml of oil for cooking  
2 fresh buns

### For the chilli garlic mayonnaise

1/4 cup vegan mayonnaise  
2 cloves of garlic, diced  
1 teaspoon chilli sauce (optional)

### For the sauce

1/4 cup tomato sauce  
2 tablespoons soy sauce  
1/2 tablespoons lime juice

### For the Asian slaw

2 cups shredded cabbage  
1 cup matchstick carrots  
2 teaspoons rice vinegar  
1 teaspoon soy sauce  
1 teaspoon lime juice  
1/2 teaspoon sugar  
1/2 teaspoon sesame oil

**Prepare the sauce:** Whisk together all of the sauce ingredients in a small bowl. Refrigerate.

**Chilli Mayonnaise:** Whisk together the chilli garlic mayonnaise ingredients in a small bowl. Refrigerate.

**Asian Slaw:** Toss the Asian slaw ingredients together in a bowl. Refrigerate.

**Cook the burgers:** Heat 30ml of oil on high in a non-stick pan. Add the defrosted Big Fry Burgers and reduce to medium heat. Fry for 9 minutes, turning occasionally.

**Assemble the burgers:** Spread hamburger buns with the chilli garlic mayonnaise, top with the Big Fry Burger patties, top with the sauce, followed by the Asian slaw and the tops of the burgers. Dig in!

TAMMY FRY (@TammyFry\_)

Fry Daughter and plant-based nutrition thought leader

"You can't stop the waves but you can learn to surf."  
- Dr Jon Kabat-Zinn

# OUR STORY

The original idea behind Fry's was to find a way to make nutritious plant-based products for our family.

Back when we started in 1991, most people thought it was impossible.

"Plants that look and taste like meat, made in your kitchen!"

Okay, maybe we were crazy, but with passion and determination, we went beyond the impossible. Now 30 years on, we have an award-winning range of over 40 plant-based meat products.

Fry's has crafted THE BIG FRY BURGER out of love for your health, our planet and for the animals, with a vision to inspire change, one burger at a time.



This delicious plant-based burger looks sizzles and tastes just like a ground beef burger. The Big Fry Burger has been lovingly crafted with a vision to inspire change – for our planet, the animals and your health.

**20G  
PROTEIN  
PER 112G PATTY**



Our NEW PACKAGING is fully recyclable. This is our first step changing over to a more eco-friendly packaging without compromising the quality of our products.

**100% PLANT-BASED • NON-GM  
NATURALLY CHOLESTEROL FREE • HIGH IN PROTEIN  
LOW IN SATURATED FAT • MEATIER TEXTURE**



Crafting Food. Inspiring Change.

the  **LIVEKINDLY** co.

 @thefryfamilyfoodco  @fryfamily  @fryfamily

**WWW.FRYFAMILYFOOD.COM**

Available in the frozen section of select stores nationwide.