

M+R



# *Benchmarks*

*The Cookbook*



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## Food for Thought

Social Media Account Supervisor FERENC KOSZORUS chats about social media strategy while whipping up a **Power Breakfast Smoothie**.

### ingredients

- 1 cup raw spinach
- 1 cup blueberries
- 1 banana
- 1/2 avocado
- 2 scoops plant protein powder
- 1/3 cup rolled oats
- 1 tsp chia seeds
- 1 tsp cacao powder
- 1 tsp turmeric powder
- 1 tbsp olive oil
- 1 tbsp almond butter

**Step 1** | Throw all the ingredients in a blender cup with water.

**Step 2** | Blend and enjoy!



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## Food for Thought

Mix a classic-ish **negroni** and hear about why Benchmarks matters for our community with M+R Partner MADELINE STANIONIS.

### ingredients

- 1 oz dry gin, nothing fancy
- 1 oz sweet vermouth
- 1 oz Bruto Americano
- Orange

**Step 1** | Mix all ingredients with ice in pitcher.

**Step 2** | Stir for about 15 seconds.

**Step 3** | Strain into ice-filled rocks glass.

**Step 4** | Add a twist or slice of orange.

# Salsa Macha

*Salsa macha is a rich, nutty salsa that sits sort of at the opposite end of the spectrum from a fresh and vibrant pico de gallo. It originated in Veracruz, which is not the part of Mexico that my family is mostly from. So the downside is, I don't have an old family recipe passed down from my abuelita to share with you. But the upside is, we're not going to worry too much about adhering to a traditionalist approach here and can feel free to experiment a bit.*

*The main variables are how spicy you want it (which you can scale up or down based on the amount and type of chiles) and how chunky/crunchy you want it (which you control with the final blender step).*

*I find it easiest to build the salsa in a two-cup pyrex measuring cup, and use an immersion blender for the mixing.*

## ingredients

½ a medium onion, thinly sliced (Right off the bat here we have strayed pretty far from tradition. You can skip step 1 and omit the onions if you like, but frying onions in the microwave is a fun magic trick I stole from this <a href="#">Serious Eats</a> <sup>1</sup> post and I recommend it.)	1 cup peanut oil or other neutral oil (Some people use olive oil, but I feel like it competes too much with the other flavors. But you do you!)	1-2 chile guajillo and/or chile ancho and/or chile pasilla (Or whatever other dried chiles you want, the point is to add a bit of sweetness and complexity to balance the sharp heat of the chiles de árbol.)	so mad, he hates when I add garlic to salsas.)
	~ 15 dried chiles de árbol (This will be spicy! Feel free to dial this way back if you like — it will still be delicious.)	2 cloves garlic, peeled and lightly smashed with the side of your knife (lol my dad would be	2/3 cup peanuts (Or use other nuts! I've been happy with cashews, and sesame seeds are pretty common. Allergy warnings, of course.)
			Salt

<sup>1</sup> [www.serious-eats.com/fry-garlic-shallots-in-microwave](http://www.serious-eats.com/fry-garlic-shallots-in-microwave)

**Step 1** | Put the onion and oil in your glass measuring cup, stir the onions with chopsticks or a fork to break the slices apart. Microwave on high for 5 minutes, stir it up again. Then keep microwaving for 30-60 seconds at a time until the onions are a pale golden brown. Strain out the onions and spread them on a plate or baking tray lined with paper towels to drain. Reserve the oil for later.

**Step 2** | Toast the peanuts in a stainless steel pan over low heat until lightly browned and toasty, like 3 minutes or so. Set them aside.

**Step 3** | Rinse the chiles, and remove the stems from the chiles de árbol. (For big chiles like anchos, it's usually easier to toast them first and then use kitchen shears to cut out the stem and seed pod).

**Step 4** | Wipe out the pan, turn the heat up to medium, and toast the chiles. The chiles de árbol will be done pretty quick, just a couple minutes — grab them out of the pan with tongs as they get dark and shiny and then set them aside. The bigger chiles like anchos take a little longer, but that's okay we are not in a hurry.

**Step 5** | Once all the chiles are out of the pan, pour the oil into the pan over medium heat. While the oil is heating, peel your garlic cloves and give them a light smash with the side of your knife. Then drop them into the oil for a minute or so, until they start to brown and things smell nice and garlicky.

**Step 6** | Combine the chiles, garlic, and oil in your large glass measuring cup. The still-hot oil will make the chiles sizzle in a fun and exciting way.

**Step 7** | Use an immersion blender to blend the chiles, garlic, and oil until they're as smooth as they are going to get. Remember our onions from step 1? Add those in, along with the peanuts, and pulse until you like the consistency. The goal is a rich base with crunchy, chewy bits adding texture and excitement.

**Step 8** | You'll probably want to add salt, and you may also want adjust the flavor with vinegar (apple cider or rice wine) and/or MSG powder. Add some cumin if you want to make my dad even more mad than we already did with the garlic.

**Step 9** | You're done! Pour the salsa into a jar or two. It will tend to separate like all-natural peanut butter, so stir before using and store in the fridge to help prevent that separation. Eat it with chips, or put it on eggs, noodles, hot dogs, literally any food that you might want to enjoy while reading Benchmarks.

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## Food for Thought

Senior Creative Director (and Benchmarks author!) WILL VALVERDE chats about one-time and monthly giving while making this delicious **Salsa Macha**.



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## Food for Thought

Director of Data Analytics THERESA BUGEAUD bakes **Blueberry Muffins** while sharing some of the new metrics she's excited about for this year's study.

### ingredients

1/2 cup softened butter  
 1 1/4 cups sugar  
 2 eggs  
 1 teaspoon vanilla extract  
 2 cups flour  
 1/2 teaspoon salt  
 2 teaspoons baking powder  
 1/2 cup milk  
 2 cups frozen blueberries  
 2 frozen bananas, defrosted  
 & smashed  
 3 teaspoons sugar

**Step 1** | Preheat the oven to 375. Cream the butter and 1 1/4 cups sugar until light.

**Step 2** | Add the eggs, one at a time, beating well after each addition. Add vanilla.

**Step 3** | Sift together the flour, salt and baking powder, and add to the creamed mixture alternately with the milk.

**Step 4** | Fold in the blueberries and bananas.

**Step 5** | Line a 12 cup standard muffin tin with cupcake liners, and fill with batter. Sprinkle the 3 teaspoons sugar over the tops of the muffins, and bake at 375 degrees for about 30-35 minutes.

**Step 6** | Remove muffins from tin and cool at least 30 minutes. Store, uncovered, or the muffins will be too moist the second day, if they last that long.



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## Food for Thought

Media Director SARAH COUGHLON bakes **Spelt, Rye, and Whole Wheat Sourdough Bread** and chats about lead gen for ads.

### ingredients

#### Levain

27g white flour  
 27g whole spelt flour  
 55g water  
 55g ripe sourdough starter

#### Autolyse

493g white flour  
 233g whole spelt flour  
 208g whole wheat flour  
 52g whole rye flour  
 726g water

#### Mix (final dough)

104g water  
 20g fine sea salt  
 164g ripe levain

**Step 1** | In a small bowl or jar, mix the Levain ingredients. Cover the jar and keep it at a warm temperature for 3 hours.

**Step 2** | In a mixing bowl, add the autolyse ingredients until no dry bits remain. Cover the bowl and let rest for 1 hour.

**Step 3** | Add the salt and levain to the top of the dough in autolyse, and use a splash of water to moisten. With wet hands, mix thoroughly. Add the remaining water if the dough feels cohesive and it can handle the rest. Next, knead the dough for a few minutes using either the slap and fold technique or folds in the bowl. For this dough, I kneaded for about 5 minutes until the dough smoothed and became elastic. Transfer the dough back to the bowl or to a container for bulk fermentation and cover.

**Step 4** | This dough will require 3 sets of stretches and folds during bulk fermentation. After the first 30 minutes, wet your hands, grab one side of the dough, and lift it up and over to the other side. Rotate the bowl 180 degrees and repeat. Then rotate the bowl a quarter turn and stretch and fold that side. Rotate the bowl 180 degrees again and finish with a stretch and fold on the last side. The dough should be neatly folded up in the bowl. Cover and repeat these folds every 30 minutes for a total of 3 sets of stretches and folds. Then let the dough rest, covered, for the remainder of bulk fermentation.

**Step 5** | Use water and a wet hand or lightly flour your work surface (whichever you prefer) and scrape out your dough. Using your bench knife, divide the dough in half. Lightly shape each half into a round shape. Let the dough rest for 20 minutes, uncovered.

**Step 6** | Lightly flour the top of your preshaped rounds and using floured hands, shape the dough into an oval (batard) shape, then place the dough in proofing baskets, seam side up.

**Step 7** | Cover proofing baskets with reusable plastic and seal. Then, place both baskets into the refrigerator and proof overnight.

**Step 8** | Preheat your oven with a baking surface inside to 450°F (230°C). When the oven is preheated, remove your dough from the fridge, score it, and transfer it to the preheated baking surface. Bake for 20 minutes with steam. After this time, vent the steam in the oven and continue to bake for 35 minutes longer. When done, the internal temperature should be around 204°F (95°C). Let the loaves cool for 3 to 4 hours on a wire rack before slicing.



## Food for Thought

Senior Account Executive KAIT GRABLE GONZALEZ's favorite recipe is this **Panang Curry**. They love considering social media strategy as it simmers.

### ingredients

- 1 chicken breast, cut thin in small strips
- 8 oz can of Chaokoh coconut milk
- 1 cup of Thai basil leaves
- 1 red bell pepper, cut in small strips
- 4oz Maesri panang curry paste
- 1 tbsp palm sugar
- 2 tsp lite soy sauce
- 1 tbsp of coconut oil
- 1 cup chicken broth
- Chunky peanut butter *(optional)*
- 1 cup jasmine rice

**Step 1** | First off, prep your rice in the method of your choice so it can cook while you make the curry.

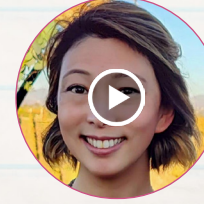
**Step 2** | Melt coconut oil in a pan. Once melted add chicken and brown lightly using medium heat.

**Step 3** | Add in all of the panang paste and mix with chicken. (Chicken does not have to be fully cooked at this point). Add in 1 cup of chicken broth immediately followed by a can of coconut milk.

**Step 4** | At this point you can turn it down to low heat. Add in the basil leaves and red peppers. These will simmer in the mix until ready. At this time mix in soy sauce and palm sugar, if you like it more peanut buttery (for curries like panang) you can add a spoon or however much you like to the sauce.

**Step 5** | Let the mixture boil and simmer for up to 10 minutes or until rice is ready. The curry sauce should thicken up slightly before ready to serve over rice.

*Note: We've found that the brand of the curry paste and coconut milk are very important, other brands just don't stack up in terms of quality for this recipe. Also, the curry paste, vegetables, and/or protein can be swapped out for different curry types and/or to make the recipe vegan/vegetarian!*



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## Food for Thought

Partner YOONHYUNG LEE loves fundraising metrics almost as much as she loves this **Dduk Guk (Rice Cake Soup)**. Hear her talk about both!

### ingredients

- 1 pound beef brisket
- 1 whole yellow or white onion
- 6-8 cloves of garlic
- 2 scallions
- 1 tablespoon Guk Ganjang or regular low-sodium soy sauce
- 1 pound frozen dduk, soaked in cold water for 30 min–1 hour
- 1 to 2 teaspoon soy sauce
- 1 teaspoon minced garlic
- 1 tablespoon sesame seed oil
- 1/2 tsp sugar
- Salt and pepper to taste
- 2 egg omelet, sliced into thin ribbons
- 1 pack dried, toasted seaweed, sliced into thin ribbons
- 1 to 2 scallions, sliced thinly on the bias

**Step 1** | Soak the beef brisket for 20 minutes in cold water to draw out the excess blood. Rinse the beef off and then add to a large pot with 10 cups of water. Add a whole peeled onion, garlic, and the scallions, roughly chopped. Bring to a boil. Skim off any foam. Reduce to medium low heat, cover and let simmer for one hour. Beef should be fork tender. Let it cook longer if it's not ready. Remove the onion, garlic and scallions and discard. This step can be prepared in advance up to 3 days.

**Step 2** | Remove the beef and set it on a plate to cool. Once it's cool, you can shred it and add the seasonings: sesame oil, soy sauce, minced garlic, sugar, salt and pepper. Can be prepared in advance and saved until the soup is ready.

**Step 3** | Add the dduk (rice cake ovalettes) and let cook for about 7 to 8 minutes, or until the cakes are completely tender. Season with up to 1 tablespoon of soy sauce, and then add salt until it's the right saltiness.

**Step 4** | Make the omelet and prepare the seaweeds strips and scallion garnish. Serve individual soup bowls with garnishes on top. Don't forget to serve kimchi on the side!

# Palak Paneer

## ingredients

5 to 6 cups roughly chopped spinach	1 pinch asafoetida (hing) – <i>optional</i>
4 green chilies	½ cup water or add as required
1 to 2 small to medium garlic cloves – roughly chopped (optional)	¼ or ½ teaspoon Garam Masala
1 inch ginger – roughly chopped	200 to 250 grams Paneer or tofu
3 cups water for blanching spinach	1 teaspoon kasuri methi leaves (dry fenugreek leaves) – <i>optional</i>
3 cups water for ice bath	10 tablespoons cream cheese
2 tablespoon oil or ghee (clarified butter) or butter	½ to 1 inch ginger – julienne
½ teaspoon cumin seeds	lemon or lime wedges
1 small to medium tej patta (Indian bay leaf)	salt as required
1/3 cup finely chopped onions	
1 teaspoon finely chopped garlic	
1 cup crushed tomatoes	
¼ teaspoon turmeric powder	
1 teaspoon red chili powder	

**Step 1** | Rinse the spinach leaves very well in running water. Tender stem are fine. If the stems are stringy, then discard the stems.

**Step 2** | Boil 3 cups water in a pan or microwave or electric heater. Add ¼ teaspoon salt to the hot water and stir. When the water comes to a rolling boil, switch off the flame. Add the spinach leaves in the hot water. Let the spinach sit in the water for about 1 minute. After 1 minute, using a pasta tong, take the spinach out.

**Step 3** | Immediately add the spinach in a pan or bowl containing ice cold water. This method helps in preserving the green color of the spinach. Just add 8 to 10 ice cubes to 3 cups water to get cold water. Allow the spinach leaves to be in the cold water for a minute.

**Step 4** | Then drain the ice cold water. Add the spinach in a blender or grinder jar with chopped ginger, garlic and green chilies.

**Step 5** | Make a smooth spinach puree. No need to add water while making the puree. Keep the spinach puree aside.

**Step 6** | Heat oil or ghee or butter in a pan or kadai. If using butter, melt it a low flame making sure that the butter does not brown.

**Step 7** | Add the cumin and let them splutter. Then add the tej patta or Indian bay leaf.

**Step 8** | Add the finely chopped onions. Saute till the onions become golden. Then add the finely chopped garlic. Saute till the raw aroma of garlic goes away. No need to brown the garlic.

**Step 9** | Add the crushed tomatoes. Stir and saute the tomatoes till they soften.

**Step 10** | Once the tomatoes are softened and you see fat releasing from the sides of the mixture. Then add the turmeric powder, red chili powder and asafoetida/hing. Mix very well.

**Step 11** | Then add the spinach puree and mix well. Add about ½ cup water or as required. Mix again.

**Step 12** | Simmer for 6 to 7 minutes or more till the spinach is cooked. Season with salt. The gravy or sauce will also thicken by now.

**Step 13** | Stir and add garam masala powder. Stir again and then add the paneer (Indian cottage cheese) cubes.

**Step 14** | Mix very well and switch off the heat. Be quick as we don't want heat the paneer for more 30 seconds to 1 minute.

Overcooking paneer will make them chewy and dense.

**Step 15** | Lastly, add 9-10 tablespoons cream cheese and ¾ cup water. Stir gently again so that the cream gets incorporated in the gravy uniformly.

**Step 16** | Pour the palak paneer in serving bowls. While serving you can top it with some butter or cream. You can also drizzle a few drops of lime or lemon juice on top along with ginger julienne on the palak paneer.



## Food for Thought

Vice President ANKUR ASTHANA knows digital organizing strategy takes time, patience, and just the right mix of ingredients to be successful. Not unlike his favorite **Palak Paneer** recipe.



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## Food for Thought

Senior Vice President JONATHAN BENTON whips up **Jackfruit Barbeque Sandwiches** while walking us through some of the biggest data points from this year's study.

### ingredients

2 cans young green jackfruit  
 ~2 tbsp brown sugar  
 ~2 tsp smoked paprika  
 ~1 tsp garlic powder  
 ~1 cup BBQ sauce  
 1 yellow onion, chopped  
 Buns  
 Avocado (optional for topping)  
 Cashews (optional for topping)  
 Hot sauce (optional for topping)  
 Slaw (optional for topping + side)

**Step 1** | Take the jackfruit out of the can. In a colander, rinse and shred everything up.

**Step 2** | Mix the jackfruit with the sugar, paprika, and garlic powder.

**Step 3** | Put some oil in a pan, heat it up. Once hot, add chopped onion to pan. Cook on low for ~10 minutes.

**Step 4** | Add jackfruit mix to pan. Cook for 5 minutes.

**Step 5** | Add most of the BBQ sauce and ~1/4 cup of water. Cook for another 20 minutes. Add additional BBQ sauce for thicker consistency.

**Step 6** | Once mixture is looking good, transfer to a foil rimmed sheet. Turn broiler on in the oven.

**Step 7** | Cook under broiler for ~3 minutes, watching closely. Look for some of the jackfruit to have nice burnt edges.

**Step 8** | Assemble sandwiches in buns with avocado, cashews, hot sauce, and/or slaw! Eat! Yum!



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## Food for Thought

These **World Peace 2.0 Cookies** and Benchmarks participants are all working toward world peace. Marketing Support JULIA ALLENBY shares how.

### ingredients

1 cup plus 2 tablespoons King Arthur Unbleached All-Purpose Flour  
 1/2 cup King Arthur Organic Medium Rye Flour  
 1/3 cup Dutch-process cocoa  
 1/2 teaspoon baking soda  
 11 tablespoons unsalted butter, cut into chunks, at cool room temperature  
 2/3 cup light brown sugar or dark brown sugar, packed  
 1/4 cup granulated sugar  
 1/2 teaspoon fleur de sel or 1/4 teaspoon salt  
 pinch of piment d'Espelette or a smaller pinch of cayenne  
 1 teaspoon Pure Vanilla Extract  
 5 ounces semisweet chocolate or bittersweet chocolate, chopped (chip-size pieces)  
 1/3 cup cocoa nibs  
 1/2 cup freeze-dried raspberries, coarsely chopped or broken  
 Maldon or other flaky sea salt for sprinkling (optional)

**Step 1** | Sift together the flours, cocoa powder, and baking soda. Set aside.

**Step 2** | Working in the bowl of a stand mixer fitted with the flat beater attachment, or in a large bowl with a hand mixer, beat the butter and both sugars together on medium speed until smooth, about 3 minutes.

**Step 3** | Beat in the salt, piment d'Espelette or cayenne, and vanilla.

**Step 4** | Turn off the mixer, add the dry ingredients all at once, and pulse to start the blending. When the risk of a flour storm has passed, beat on low speed until the dough forms big, moist curds — this can take a couple of minutes, so don't be afraid to keep mixing.

**Step 5** | Toss in the chocolate pieces, nibs, and raspberries and mix to incorporate. *Note: Sometimes the dough comes together and cleans the sides of the bowl and sometimes it crumbles — it'll be fine no matter what.* Turn the dough out, gather it together and, if necessary, knead it a bit to bring it together. Divide the dough in half.

**Step 6** | To shape the cookies: Shape each half of dough into a log 1 1/2" in diameter. The length will be between 7" and 8", but don't worry about it — it's the diameter that counts here. If you get a hollow in either of the logs, just start over.

**Step 7** | Wrap the logs and freeze them for at least two hours, or refrigerate for at least three hours. (If you'd like, you can freeze the logs for up to two months; let stand at room temperature for about 15 minutes before slicing and baking.)

**Step 8** | Preheat the oven to 325°F. Lightly grease (or line with parchment) two baking sheets.

**Step 9** | Using a chef's knife, slice one log of dough into 1/2"-thick rounds. *(Don't worry if they crack, just pinch and squeeze the bits back into the cookie.)* Arrange the rounds on the baking sheet, leaving about 2" between them. If you'd like, sprinkle the tops sparingly with flaky salt.

**Step 10** | Bake the cookies for 12 minutes — *don't open the oven door to check, just let them bake. They won't look fully baked and they won't be firm, but that's the way they're supposed to be.* Transfer to a cooling rack and let cool until just warm. Repeat with remaining log of dough. Store in airtight container for five days at room temp or two months frozen.

