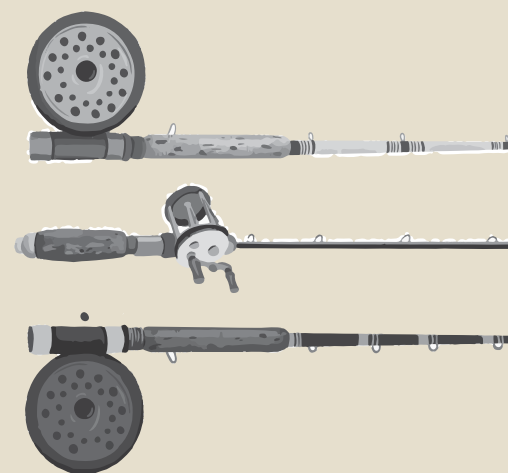




# HOOKED

REELING IN THE LATEST CATCHES TIPS AND TAILS

CHEFROBERTS.COM  
A FLAVOR FOR EVERYONE



## CELEBRATING THE GUIDES, THE COMMUNITY, AND THE MEALS THAT BRING US TOGETHER

This season, we're proud to welcome several new fishing guides to the Chef Robert's family. These anglers spend their days chasing the bite and their evenings sharing the stories—and the fish—that make our lakes special. After a good day on the water, nothing brings a crew together faster than a fresh crappie fry made with Chef Robert's.

Crappies are always willing this time of year, and guide **Goose Gutzman with Goose's Guide Services** reminds us why they're a fan favorite. Goose's approach is simple: find the school, reel them in, and let Chef Robert's do the rest. Light, crispy, and full of flavor—our mix turns a great day on the lake into a memorable meal.

We're also excited to feature **Dustin Monson of Hawg Hunterz Guide Service LLC**. Dustin brings deep insight into perch, walleyes, crappies and trout—these species keep anglers coming back season after season. His expertise helps us expand the Chef Robert's brand into more styles of fishing and more anglers' species interests. Whether it's a bucket of perch or a limit of walleyes, Dustin shows how Chef Robert's keeps the celebration going long after the rods are set down.

And then we feature **Chris Philen**, based in the Brainerd Lakes Area, fishes from a place rooted in faith, redemption, and a genuine passion for fishing. A day with Chris ends not just with a great catch, but with a story worth sharing and a memorable meal he cooks himself, showcasing his talents as a chef as much as an angler.

## LEVELING UP IN THE RESTAURANT KITCHEN

Working closely with restaurant chefs has taken Chef Robert's to a new level in professional kitchens. Across the region, our breeding has become a cornerstone of top-selling menu items.

- Fish tacos made with Chef Robert's deliver a crisp bite and bold flavor.
- Breaded walleye continues to be a customer favorite—often the first dish sold out.
- Breaded mushrooms, onion rings, and cauliflower have become reliable fan favorites that diners return for again and again.

And then there's the pork chop—perfectly breaded, beautifully seared, and unforgettable. It's become a standout menu feature at several restaurants, proving that Chef Robert's delivers far beyond the fish fry.

## MORE THAN A MIX—A MEAL MADE TO SHARE

**Chef Robert's** isn't just for the catch of the day. Families enjoy Chef Robert's to elevate weeknight dinners—meatballs with incredible texture, cutlets bursting with flavor, and vegetables that take on a whole new meaning. From fish camps to home kitchens to restaurants, Chef Robert's continues to be the go-to solution for meals that bring people together.

We've also enjoyed being more active in our communities this year—supporting local fishing events, contributing to silent auctions, and celebrating the outdoor traditions that define us. Giving back to the anglers, families, and retailers who support us is at the heart of what we do.

**To our retailers:** thank you for believing in Chef Robert's and helping us reach more kitchens and fish camps every season. To our lifelong customers: thank you for making Chef Robert's part of your dinner table and your stories on the water.

HERE'S TO GOOD BITES, GOOD MEALS, AND GOOD COMPANY.

-The Chef Robert's Team



CELEBRATING  
**40 YEARS**  
OF FLAVOR WITH CHEF  
ROBERT'S® GOURMET  
BREEDING MIX

## A TRADITION SHARED ACROSS GENERATIONS



**NEVER MISS A BITE**

When you catch your favorite fish use your favorite breeding  
[chefroberts.com](http://chefroberts.com)

## GOOSE GUTZMAN GUIDE SERVICE

Goose Gutzman is an accomplished crappie fisherman known for his passion, authenticity, and love of sharing great fish with great people. As a longtime user of Chef Robert's, Goose brings real credibility to the kitchen and to the water. Lots of Folks think Goose is just a Fisherman but those who know him well know that he is a great Cook as well.

Looking forward to Goose sharing his go-to fish-fry methods, and outdoor cooking inspiration using Chef Robert's single-step breeding mixes.

Goose Gutzman Guide Service  
Facebook: [goose.gutzman](https://www.facebook.com/goose.gutzman)



## CAROL PEDERSON

MEET THE CO- OWNER OF CHEF ROBERT'S GOURMET BREEDING MIX

"CAST YOUR LINE RIGHT BY THAT BEAVER DAM OVER THERE," my dad had said back in 1983, as we were paddling on beautiful Knife Lake in the Boundary Waters Canoe Area. Sure enough, a huge northern slammed down on the lure. He was fighting hard, but I was able to reel him in close enough to the canoe to get a good look at him before he snapped the line and headed back into the deep water. What an adrenaline rush! This was one of my first exposures to fishing. Although back then, being a teenaged girl, I was probably more concerned with getting a good tan than catching fish. This experience started off a continued appreciation and love for fishing.

Fast forward to 2025. I'm married with 2 adult children and continue to enjoy fishing and, of course, "eating" fish. I was so lucky to have met and eventually marry an avid, borderline obsessed, fisherman who has taught me so much through the years! We love to spend an afternoon on the water, anticipating the delicious walleye dinner that, if we're lucky enough to catch a fish or two, will be a perfect ending to the day. For a long time, we used the old standby recipe in cooking our fish: egg wash and crackers. Once we found Chef Roberts, our "fish fries" really amped up! We enjoy experimenting with the different flavors and love that the mixes are so easy to use.

Try it! We know you'll love it too.

SEE YOU ON THE WATER!



# CHEF ROBERT'S® GOURMET BREADING MIX RECIPES

## FISH

### SUNFISH FISH FRY - MADE EASY

Place fish in cold water. Coat with Chef Robert's Breeding Mix. Deep fry, pan fry, air fry or bake.



### FISH FRY

### CRISPY DELIGHTS AWAIT: DIVE INTO CHEF ROBERT'S GOURMET ORIGINAL FISH BREADING RECIPES!

#### INGREDIENTS:

Fish Fillets per person 2 + per person  
 Butter spray, oil or water to coat the fish  
 Oil for frying Sunflower, Coconut Oil, Canola Oil, Vegetable Oil  
 2+ Cups Chef Robert's Gourmet Breeding Mix Cajun, Original, Lemon Pepper

#### INSTRUCTIONS:

1. Wet the fish fillets with water, butter spray or your favorite oil lightly.
2. Preheat your frying pan or skillet with cooking oil over medium heat.
3. In a shallow dish place the Chef Robert's Gourmet Breeding Mix - spread slightly.
4. Take each fish fillet and dip it into the breading mix, ensuring both sides are coated.
5. Once coated, carefully place the breaded fish fillets into the preheated skillet. Cook for about 3-4 minutes on each side or until the fish is golden brown and cooked through, with an internal temperature of 145°F (63°C).
6. Once cooked, remove the fish fillets from the skillet and place them on a plate lined with paper towels to drain excess oil.
7. Serve the fish fry hot with your favorite sides like tartar sauce, coleslaw, french fries, or a fresh salad.



## FISH TACOS

### THE BEST FISH TACOS... ADD YOUR FAVORITE CHEF ROBERT'S GOURMET BREADING MIX!

#### INGREDIENTS:

1 lb Fish Any fish will work; tilapia, walleye, panfish, cod  
 2 cups+ Chef Robert's Gourmet Breeding Mix Cajun or Original  
 Coconut Oil, sunflower oil, canola oil, vegetable oil.  
 Oil the fish then add oil to the pan for cooking.  
 6 Corn or flour tortilla's 3 each serving  
 1/2 head Purple Cabbage sliced thin  
 1/2 bunch Cilantro Cut up

Peppers: Green, Yellow, Red, Orange hot Your choice of peppers Diced small  
 1 medium Avocado Dice  
 1/2 Red Onion Diced small  
 1 cup Cheese Cheddar, cotija  
 2 Roma tomato Dice  
 Hot sauce, salsa (Optional)  
 1 Lime Cut into wedges

#### INSTRUCTIONS:

1. Wet your fish with water or oil.
2. Place your Chef Robert's Gourmet Breeding Mix in a small plastic bag for shaking the fish or place the breading on a plate to coat both sides of the fish. Or Line large baking sheet with parchment or silicone liner and bake your fish 375 degrees for 20+ minutes.
3. Place the fish with the coating in a fry pan hot with oil in the pan. Allow to cook both sides.
4. Prepare the toppings for the fish tacos.
5. To serve the tacos, toast quickly toast the corn tortillas on a large dry skillet or griddle over medium/high heat.
6. To assemble: start with pieces of fish then add remaining ingredients finishing with a generous sprinkle of cheese. Serve with a fresh lime wedge.



## CHICKEN

### CRISPY BREADED CHICKEN

#### INGREDIENTS:

2 Chicken filets Chicken Breast, Chicken Thighs, Chicken legs, Chicken Wings  
 Water, butter spray or oil to coat the chicken before coating with Chef Roberts Gourmet Breeding  
 Oil for frying: Canola Oil, Sunflower Oil, Vegetable Oil  
 2+ cups Chef Robert's Gourmet Breeding Mix Original, Lemon Pepper or Cajun

#### INSTRUCTIONS:

1. To use the breading mix, simply wet your choice of chicken in water, oil or butter spray.
2. Coat the chicken evenly with Chef Robert's Gourmet Original Breeding Mix, Cajun or Lemon Pepper Breeding Mix - pressing gently to adhere the breading.
3. Fry, bake, or air-fry the breaded chicken until golden brown and cooked through.



## MEAT

### PORK CHOPS / PORK CUTLET / CUBE STEAK

#### INGREDIENTS:

2 pork chops / Pork Cutlet / Cube Steak  
 Water, oil, butter spray to coat the meat before dipping  
 1-2 cups Chef Robert's Gourmet Breeding Mix  
 Cooking Oil for Frying 1/3 pan full

#### INSTRUCTIONS:

1. Preheat your frying pan or skillet with cooking oil over medium heat.
2. In a shallow dish pour a small amount of Chef Robert's Gourmet Breeding Mix. Spread out the mix
3. Take each piece of meat (wet with water, butter spray or oiled) and dip it into the Chef Robert's Gourmet Breeding Mix, ensuring both sides are coated.
4. Once coated, carefully place the breaded meat into the preheated skillet. Cook for about 4-5 minutes on each side or until the meat is golden brown and cooked through to proper internal temperature.
5. Once cooked, remove the meat from the skillet and place them on a plate lined with paper towels to drain excess oil.
6. Serve the breaded meat hot with your favorite sides like mashed potatoes, steamed vegetables, or a fresh salad.



# CHEF ROBERT'S® GOURMET BREADING MIX RECIPES VEGETABLES & MEAT

## VEGETABLES

### CHEF ROBERT'S CRISPY VEGETABLES

A SIMPLE, ONE-STEP WAY TO MAKE ANY VEGETABLE IRRESISTIBLY CRISPY – DEEP-FRIED, PAN-FRIED, BAKED, OR AIR-FRIED

#### VEGETABLES YOU CAN USE:

- Zucchini
- Yellow squash
- Mushrooms
- Cauliflower florets
- Broccoli florets
- Onion rings
- Green beans
- Asparagus
- Bell pepper strips
- Carrot coins
- Brussels sprouts halves
- Potatoes / Sweet Potatoes

#### BAKE:

1. Preheat oven to 425°F.
2. Place coated vegetables on a parchment-lined sheet.
3. Bake 15–20 minutes, flipping halfway, until crisp and golden.

#### AIR FRY:

1. Preheat air fryer to 400°F.
2. Spray basket lightly with oil.
3. Air fry vegetables 8–12 minutes, shaking halfway for even crispiness.

#### SERVING IDEAS:

- Serve with ranch, chipotle mayo, or marinara.
- Add crispy veggies to salads, wraps, or grain bowls.



#### PREP:

1. Lightly rinse or mist vegetables with water so the breading sticks.
2. Toss vegetables in a bowl with Chef Robert's Breading Mix until evenly coated - no eggs or milk needed, no clumping.

#### DEEP FRY (CRISPIEST):

1. Heat oil to 350°F.
2. Fry vegetables 2–3 minutes until golden.
3. Drain on paper towels and season if desired.

#### PAN FRY:

1. Heat a thin layer of oil in a skillet over medium-high.
2. Add coated vegetables in a single layer.
3. Cook 3–5 minutes, turning to brown all sides.



## MEAT

### HEARTY DUCK MEATBALL

IT'S PERFECT FOR HUNTERS COMING BACK FROM THE BLIND LOOKING FOR SOMETHING RICH AND SATISFYING.

#### INGREDIENTS:

- 1 lb ground duck breast (skinless, trimmed)
- ½ lb ground pork (adds fat and juiciness)
- ¼ cup Chef Robert's Gourmet Breading Mix (Original or Cajun works great)
- 1 large egg
- ½ small onion, finely minced (or grated)
- 2 garlic cloves, minced
- 2 tbsp fresh parsley, chopped
- 1 tsp Worcestershire sauce
- ½ tsp black pepper
- ½ tsp smoked paprika (optional, enhances wild game flavor)
- ¼ cup water or milk (for moisture)

#### INSTRUCTIONS:

Prep the mix: In a large bowl, combine ground duck and pork.  
Bind the meatballs: Add Chef Robert's Gourmet Breading Mix, egg, onion, garlic, parsley, Worcestershire, pepper, and smoked paprika. Mix gently until just combined. Add water/milk if the mixture feels too dense.  
Form meatballs: Roll into 1-inch balls (about 20–24).



#### COOK:

Option 1 (Pan-Fry): Heat oil in a skillet and brown meatballs on all sides. Finish in a 350°F oven for 8–10 minutes.  
Option 2 (Bake): Place on a greased baking sheet and bake at 375°F for 18–20 minutes.

#### SERVE:

With a rich mushroom cream sauce over mashed potatoes.  
In a spicy Cajun tomato sauce over rice.  
Or as a wild game appetizer with dipping sauces (BBQ, cranberry-chili glaze, or mustard aioli).  
Chef's Tip: Duck is lean, so blending with pork (or even venison) keeps the meatballs juicy while letting Chef Robert's breading add flavor and binding.



### SALSIBURY STEAK

#### INGREDIENTS:

##### For the Patties:

- 2 lbs ground venison (or 50/50 venison + beef/pork if you want richer flavor)
  - 1/2 cup Chef Robert's Gourmet Breading Mix (any flavor — Original or Cajun)
  - 1 large egg
  - 1/4 cup cold beef broth made with water or milk
  - 1 teaspoon Worcestershire sauce
- Optional: diced onion  
• 1 tablespoon butter or oil for browning

#### INSTRUCTIONS:

##### Make the Patties

1. In a large bowl, combine:
  - Ground venison
  - Chef Robert's breading – Cajun or Original Recipe
  - Egg
  - Water/milk with beef bouillon added
  - Worcestershire
2. Gently mix by hand until just combined — don't overwork, or the patties can tighten up.
3. Form into 4–6 patties, about 3/4" thick.

##### For the Gravy:

- 2 tablespoons butter
- 1 small onion, sliced thin
- 2 cups beef broth
- 1 tablespoon Worcestershire sauce
- 1 tablespoon ketchup or tomato paste
- 2 tablespoons flour (or 2 tablespoons Chef Robert's for thicker, seasoned gravy)
- Salt + pepper to taste

##### Brown the Patties

1. Heat butter/oil in a skillet over medium-high heat.
2. Brown patties on both sides (about 3–4 minutes per side).
3. Remove and set aside — they finish cooking in the gravy.

##### Make the Gravy

1. In the same skillet, add butter + onions and sauté 4–5 minutes.
2. Sprinkle in flour and stir 1 minute to make a roux.
3. Slowly add beef broth while whisking.
4. Stir in Worcestershire + ketchup.
5. Simmer until thickened (5–8 min).  
Taste and season if needed.

##### Finish

1. Return venison patties to the pan.
2. Spoon gravy over top.
3. Cover and simmer on low 15–25 minutes, until tender and fully cooked.



### FIELD TO FORK - GROUSE

#### INGREDIENTS:

- 1 pound wild game (pheasant, duck, grouse)
- 1-2 Cups Chef Robert's Original Recipe Gourmet Breading Mix
- Oil for frying Vegetable, Sunflower oil, Canola Oil etc 1/3 pan

#### INSTRUCTIONS:

##### Prep the Grouse

- Pat dry.
- Lightly moisten the grouse with cold water — no milk, no egg needed.
- Press each piece into Chef Robert's Breading Mix until fully coated.

#### Cook

- Pan-Fry
- Heat a skillet with 1–2 Tbsp oil or butter.
- Cook grouse 3–4 minutes per side until golden and cooked through.
- Internal temperature: 165°F.

#### Air-Fry

- Preheat to 380°F.
- Lightly spray both sides with oil.
- Air-fry 8–10 minutes, flipping halfway, until crisp and fully cooked.



Tom sent dinner shots after a great day **grouse hunting in the north woods** - and we couldn't love it more. Golden, crispy perfection thanks to Chef Robert's Gourmet Breading Mix — simple, seasoned, and ready for the wild game you bring home. Just a quick dip, a light coat, and the magic happens in the pan. Notice the 'no clumping' in Tom's photo's. From upland hunts to family dinners, it's the one mix that's trusted by outdoor enthusiasts for over 40 years. Here's to fall days, full plates, and stories that start in the woods and end around the table.

**CHEF ROBERT'S – HOOKED ON TRADITION.**



# CHEF ROBERT'S® GOURMET BREADING MIX FOR RESTAURANTS

## HOOKED

One Step Breading - High Yield - Easy - Consistent - Crunch - 40 year Chef Dedicated

**LAND & LAKE STARTERS**

- Gone Fishin Fish Sticks
- Happy but Crabby Cakes
- Hook line & Meat Balls
- Campfire Potato Wedges


**Farmers Market: Breaded Cauliflower, Zucchini, Mushrooms**

- Duck Duck Yum - Duck Bites
- Ringnet Nuggets - Pheasant
- Grouse House Bites

**MAIN**

- \*HOOKED\* - Fish Fry: Original, Cajun or Lemon Pepper
- Chef's Chicken Fry
- Artisan Chicken Parmesan

Crave a Cutlet: Pork, Beef, Venison, Bear, Duck, Gfouse



www.chefroberts.com



## CHEFS APPRECIATE THE REMARKABLE YIELD THEY GET FROM CHEF ROBERT'S GOURMET BREADING MIX.

12 oz of Chef Robert's coats an impressive 6-8 pounds of fish, chicken, meat, seafood or vegetables—stretching further than traditional batters and saving valuable prep time. With its one-step, no-egg, no-milk process and a texture that stays light with no clumping, kitchens stay efficient while delivering consistently crisp, flavorful results. It's a reliable, high-value staple that keeps food costs in check and plates coming back to the pass. Original recipe available 25 pound bulk.

## AIR FRY WITH CHEF ROBERT'S – CRISPY MADE EASY

The air fryer has become every angler's (and chef's) best friend. With Chef Robert's Gourmet Breading Mix, you get that perfect, golden crunch—fast, clean, and lighter than traditional frying. Just wet, coat, and air fry. No eggs. No oil. No mess.

Chef Robert's works beautifully on:

- Any Fish
- Salmon bites
- Shrimp
- Scallops
- Chicken tenders
- Chicken wings
- Chicken breasts/Tenders (cut into strips)
- Pork cutlets
- Turkey strips
- Vegetables (mushrooms, cauliflower, broccoli, zucchini, green beans, onion rings)
- Potato wedges
- Steak Bites
- Mushrooms

### HOW TO AIR FRY WITH CHEF ROBERT'S

1. Prep Lightly wet the fish, meat, or vegetables with water. No egg wash needed. Coat generously in Chef Robert's Gourmet Breading Mix.
2. Arrange Place in a single layer in the air fryer basket. Lightly mist with cooking spray if you prefer extra crunch.
3. Air Fry

- 400 degrees until appropriate internal temperature is reached



## HAWG HUNTERZ GUIDE SERVICE - CHASING THE BITE, SHARING THE STORY

Before sunrise, when the lake is still wrapped in fog and the docks are quiet, **Dustin Monson** of **Hawg Hunterz Guide Service LLC** is already on the water. His days begin with checking the wind, watching the electronics, and reading the subtle cues that tell him where the perch, walleyes, and trout are moving. To Dustin, guiding isn't just about catching fish—it's about teaching people how each species behaves and turning that knowledge into unforgettable days on the water.

Dustin grew **Hawg Hunterz** from a simple passion for fishing into a trusted service for anglers who want more than a boat ride. He knows the lakes through every season: when the perch stack up tight to the mud, when the walleyes slide along the breaks, and when the trout rise just enough to give themselves away. His ability to adapt—whether it's finesse jigging or long-line trolling—keeps clients hooked and coming back.

But what truly sets Hawg Hunterz apart is the experience after the catch. Dustin loves ending a successful outing with a shoreline meal, and that's where Chef Robert's comes in. Crappies, perch, or walleye—Dustin swears the light, crispy breading captures the moment perfectly. Clients often say the fish fry is a great part of the day, second only to the fish they pull over the rail.

For Dustin, guiding is about building community. He supports local fishing events, shares his knowledge freely, and takes pride in helping young and first-time anglers discover the thrill of the sport. Every outing becomes a memory—a story worth retelling.

Hawg Hunterz Guide Service isn't just about catching fish. **It's about creating the kind of days that stay with you long after the tackle boxes are put away.**

[hawghunterzguideservice.weebly.com](http://hawghunterzguideservice.weebly.com)



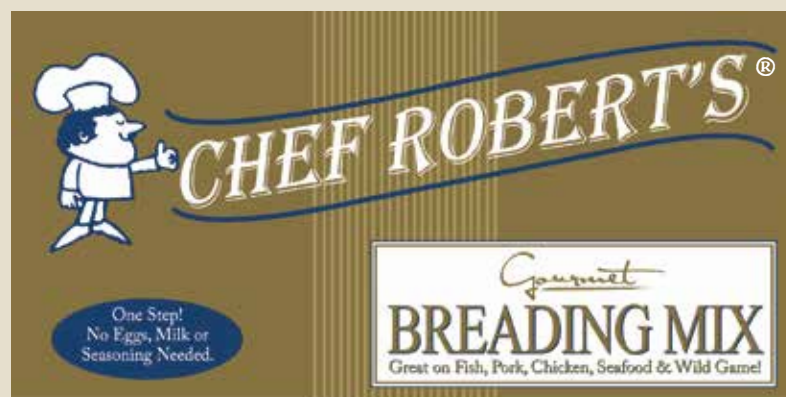
## CHRIS PHILEN

Chris is from the Brainerd Lakes areas. He says the venture is born out of "passion for fishing and a profound personal journey with faith and redemption." He aims not just to guide anglers to fish, but to build a supportive community that blends fishing with deeper personal meaning.

Chris emphasizes faith, nature, and second chances. Clients often praise Chris for his "local knowledge," ability to "put people on the fish," and for teaching fundamentals: reading water and weather, adjusting tactics, etc.

Beyond guiding, Chris aims to offer an uplifting, community-oriented fishing experience — combining fishing with outreach and personal growth.

A day on the water with Chris ends not only with a catch, but with a story worth sharing — and a meal enjoyed with friends. Chris is a wonderful Chef taking his cooking creations to a new level.



[WWW.CHEFROBERTS.COM](http://www.chefroberts.com)



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