

Recipe for Innovation

5 innovative recipes

Marcus Samuelsson



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Land, Tree, & Sea

INSPIRED BY

AirBnB (ABNB)

Berbere Salmon, Avocado Salad, Crispy Injera, Apple Water

Recipe By Marcus Samuelsson



Photography by Johnny Miller

Ingredients

Miso Glaze

- 8 oz miso paste
- 1 cup soy sauce
- 2 cups olive oil
- 2 cup clove honey
- ½ cup fish sauce
- zest and juice of three limes

Fermented Avocado Salad

- 1 tablespoon miso glaze
- ½ cup cucumber ribbons
- ½ shaved radish
- ½ cup medium diced apples
- ½ cup diced daikon
- ½ cup medium diced avocado
- 1 teaspoon chopped fresh herbs
- 1 teaspoon lime juice
- salt to taste

Smoked Berbere Oil

- ½ cup cups berbere
- 1 teaspoon minced ginger
- ½ cup smoked paprika
- 1 teaspoon salt
- 1 pint olive oil
- 1 teaspoon minced garlic
- 1 teaspoon brown sugar

Apple Water

- 4 juiced cucumbers
- 2 juiced green apples
- 1 jalapeno
- 1 cup olive oil
- 1 cup lime juice
- 1 cup fish fumet
- 1 bunch of fresh cilantro
- salt to taste

Berbere Salmon

- 10 oz salmon
- 1 tbsp salt
- 1 tbsp sugar
- 1 tbsp berbere

Crispy Injera

injera

Garnish

- fresh dill
- radish
- fresh parsley

This recipe was made for those with a love of travel and local cultures and cuisines. Inspired by AirBnB, who changed what it meant to travel like a local, Land, Tree, & Sea pays homage to local flavors and ingredients. Berbere salmon throws it back to Chef Samuelsson’s Ethiopian roots, but much like AirBnB, this dish is made to be modified based on where you live. The recipe encourages the use of local and seasonal ingredients available locally, no matter where you are in the world. Land, Tree, & Sea is an easy way to bring homegrown cooking to your kitchen.

Directions

Step 1

Fermented Avocado Salad: In a medium mixing bowl, place all ingredients for the Fermented Avocado Salad. Gently fold salad together.

Step 2

Smoked Berbere Oil: Add olive oil, garlic, and ginger to a saucepan over medium heat. Sweat for 3-5 minutes. Next add spices, continue cooking for 2 mins. Remove from heat and let it cool completely. Next, strain mixture and store in an airtight container.

Step 3

Apple Water: Place all ingredients in a food processor. Blend until smooth. Strain liquid and place in an airtight container. Place in the refrigerator. Must be made fresh every two days.

Step 4

Berbere Salmon: Generously brine the salmon with salt and sugar mixture until all sides are covered. Store in the walk-in for two hours. Remove any excess salt from the salmon. Cover all sides with berbere and cure overnight. Remove any excess berbere. Slice ¼” thick squares.

Step 5

Crispy Injera: With a full sheet pan place injera on the pan. (Make sure they don't overlap) Preheat oven at 225 degrees. Place injera in the oven for 10-12 mins or until all moisture is removed.

Step 6

Plate a few spoonfuls of Fermented Avocado Salad, pour on some Apple Water, add pieces of Berbere Salmon, add optional garnishes, and enjoy.

Berbere Honey Heat

INSPIRED BY

Honeywell (HON)

M's Miso Fried Chicken & Plantain Waffle, Bebere Honey, Scallions Miso Chicken

Recipe By Marcus Samuelsson



Photography by Johnny Miller

Ingredients

Miso Chicken

- 2 boneless skinless chicken thighs
- 2 cups buttermilk
- 1 teaspoon gochujang
- 1 tablespoon soy sauce
- 1 teaspoon fish sauce
- salt and pepper to taste

Honey Heat Sauce

- ¼ cup 85 g honey (you can sub maple syrup)
- ½ teaspoon berbere powder (add more if you like it hot)
- 4 tablespoon 57 g unsalted butter
- ½ teaspoon kosher salt

Plantain Waffle Batter

- 4 ea. extra large eggs
- 3 cups buttermilk
- 2 tablespoon roasted plantain
- 2 cup granulated sugar
- 1 teaspoon vanilla extract
- 2.5 cups all purpose flour
- 2 cup cornmeal
- 1 cup butter (melted)

Chicken Dredge

- 1 cup all purpose flour
- 1 cup fine panko flakes
- 1 cup corn starch
- 1 teaspoon granulated garlic
- 1 teaspoon granulated onion
- 1 teaspoon black pepper
- 1 teaspoon kosher salt

Maple Peanut Glaze

- 2 cup maple syrup
- 2 cup clove honey
- ½ cup soy sauce
- 1 teaspoon roasted garlic cloves
- 1 teaspoon berbere

Garnish

- mustard seeds
- lemon slice
- fresh parsley
- pickled onion

This dish is all about heat. Inspired by Honeywell, who pioneered how we interact and manipulate heat for over 100 years, Berbere Honey Heat sure packs a punch to match. Chef Marcus Samuelsson's use of berbere, a staple (yet globally underrated) spice influenced by his Ethiopian heritage, brings an innovative take on an all-time classic chicken and waffles. You can bring Chef Marcus' mouthwatering creation to your table morning, noon, or night; just how the original jazz musicians who coined this classic intended.

Directions

Step 1

Miso Chicken: In a medium mixing bowl, add all ingredients. Fold mixture evenly. Place in the refrigerator overnight to marinate.

Step 2

Chicken Dredge: Combine all ingredients, mix evenly.

Step 3

Frying Chicken: Take chicken pieces out of Miso Chicken marinade and coat completely in the Chicken Dredge. Place coated chicken pieces into the 320 degree Fahrenheit oil. Fry 3 or 4 pieces at a time. The chicken will drop the temperature of the oil so keep it as close to 350 degrees Fahrenheit as possible. Fry each piece for 14 minutes, turning each piece about half way through, until the chicken reaches an internal temperature of 165 degrees. Remove from the oil and place on paper towels. Sprinkle with salt. Let chicken rest for at least 10 minutes. Glaze chicken with Honey Heat Sauce.

Step 4

Plantain Waffle Batter: Place all dry ingredients into a mixer and stir. Break the eggs in a small mixing bowl and mix with whisk. Next, add eggs and remaining ingredients to the dry mixture and mix until everything is incorporated. Place in an airtight container, store in the cooler.

Step 5

Cooking Waffle: With a preheated waffle iron, place 2 cups of waffle mix in iron. Let cook for 3 mins and 30 seconds before removing from iron. Place the waffle on the resting rack.

Step 6

Maple Peanut Glaze: In a medium sauce pot, place all ingredients in the pot. Bring to a boil, then place to the side.

Step 7

Plate Plantain Waffle, stack Miso Fried Chicken, pour over Maple Peanut Glaze, add optional garnishes, and enjoy.

The Bucks Stops Seared

INSPIRED BY

Starbucks (SBUX)

Brown Butter Scallop, Peanut Coffee Crumble, Asian Pear, Sweet Potato Pancake, Golden Milk

Recipe By Marcus Samuelsson



Photography by Johnny Miller

Ingredients

Peanut Coffee Crumble

- 1 cup olive oil
- 1 teaspoon berbere spice
- 1 cup toasted panko crumbs
- 1/3 cup ground dark coffee
- 1 qt toasted injera
- 1/3 cup chopped unsalted peanuts
- 1/4 cup minced garlic
- 1/2 chopped fresh parsley

Brown Butter Scallops

- 10 cleaned and shelled U-10 Scallops
- 1/2 cup unsalted butter
- 1 teaspoon olive oil
- 2 sprigs of fresh thyme
- salt to taste

Sweet Potato Pancake

- 1 cup mashed sweet potatoes
- 2 large eggs
- 1/2 cup milk
- 2 tablespoons brown sugar
- 1 tablespoon maple syrup
- 3/4 cup all purpose flour
- 1 teaspoon cinnamon
- 1 teaspoon baking powder
- 1/4 teaspoon salt
- pinch nutmeg
- 2 tablespoons melted butter

Golden Milk

- 1 teaspoon garam masala spice
- 1 tablespoon curry powder
- 1 teaspoon minced garlic
- 1 teaspoon minced ginger
- 1 teaspoon minced lemongrass
- 1/3 cup olive oil
- 2 sprigs of fresh thyme
- 1 cup fish stock
- 2 cups coconut milk
- 1/2 unsalted butter

Garnish

- radish
- fresh dill
- lime slice

A dish inspired by Starbucks' trailblazing commitment to local growers across the globe, The Bucks Stops Seared takes flavors and ingredients from around the world and puts them into one easy and tasty dish. Peanut coffee crumble and brown butter scallops melt in your mouth and, just like Starbucks, leaves you buzzing every time you have it.

Directions

Step 1

Brown Butter Scallops: Pour olive oil in a large saute pan on high heat. Dry off scallops completely, season with salt, and place them in the pan. Cook scallops on one side for 1-2 minutes. Next, add the butter and fresh thyme. Base scallops with butter for 1-2 mins or until the pan side flesh of scallop is golden brown. Remove scallops from the pan and place on a resting rack.

Step 2

Peanut Coffee Crumble: Preheat the oven to 350 degrees. Next, in a medium bowl, toss all ingredients together. Place mixture on a baking sheet. Place the tray in the oven and toast for 5-8 mins. Remove from the oven and place to the side. Next step with a food processor place all ingredients. Pulse until the mix becomes a crumble. Place the mix on a sheet tray spread out evenly with parchment paper.

Step 3

Sweet Potato Pancake: Combine all ingredients, mix evenly. Put a quarter cup of batter on nonstick pan with medium heat for 3 to 4 minutes.

Step 4

Golden Milk: In a medium sauce pot, place all ingredients in the pot. Bring to a boil, then place to the side. With a food processor, place mixture inside and blend to a smooth consistency. Pass sauce through a fine mesh strainer.

Step 5

Plate, garnish and enjoy.

Same Day Rib

INSPIRED BY

Amazon.com Inc. (AMZN)

Warm Prime Rib Tartar, Awaze, Crispy Shallots, Toasted Brioche

Recipe By Marcus Samuelsson



Photography by Johnny Miller

Ingredients

beef ribeye

1 tablespoon olive oil

1lb small diced beef ribeye

1 teaspoon berbere

1 teaspoon fresh grated horseradish

1 teaspoon dijon mustard

1 cup uni butter

1 teaspoon of Awaze

1 teaspoon of lemon juice

1 tablespoon finely diced chives

1 teaspoon fried capers

1 tablespoon small diced shallots

salt to taste

butter (uni butter optional)

1-2 brioche slices

fresh parsley

pinch of flaky salt

Warm Beef Tartare

Toasted Brioche

Garnish

Speed and quality is on the menu with Same Day Rib. Taking inspiration from Amazon Inc., who reinvented the bounds of same-day delivery and our crave for instant gratification, Same Day Rib is a delicious take on a dish that typically comes with days of prep. Chef Marcus Samuelsson created this easy Same Day Rib as a nod to convenience and speed in e-commerce as well as in cooking. An easy and quick recipe for immediate gratification.

Directions

Step 1

Add 1 tablespoon of olive oil to a non-stick skillet on high heat. Sear beef ribeye for 1 minute on each side, then remove from heat and let rest before dicing.

Step 2

Warm Beef Tartare: To a medium mixing bowl, add and fold together diced beef, berbere, capers, shallots, mustard and awaze. Set aside.

Step 3

In a small sauce pot on low heat, melt the uni butter. Slowly pour melted butter into the beef mixture, mix until combined.

Step 4

Toasted Brioche: Heat a pan for 30 seconds on medium heat. Melt the butter and add the brioche. Toast until golden brown.

Step 5

Plate, garnish, and slow down the pace to savor the taste.

Velvet Apples

INSPIRED BY

Apple Inc. (AAPL)

Vegan Red Velvet Brownie,
Caramelized Rum Apples, Fresh Fruit

Recipe By Marcus Samuelsson



Photography by Johnny Miller

Ingredients

Red Velvet Brownie

- 2, 15 oz cans chickpeas rinsed and drained
- 1 cup cashew butter
- 2 cup maple syrup
- 2 cups chocolate chips
- 2 teaspoons vanilla extract
- 2 tsp white vinegar
- 1 teaspoon salt
- ½ teaspoon baking powder
- ½ cup cocoa powder
- ½ cup beet juice
- ½ teaspoon baking soda

Caramelized Rum Apples

- 2 green apples peeled/ core removed and small diced
- ½ cup dark rum
- 1 teaspoon cinnamon
- 1 pinch nutmeg
- 1 tablespoon olive oil
- 1 teaspoon lemon juice

Garnish

- crushed peanuts (can be crushed by putting in a bag and smashing)
- sprig of mint
- whipped cream

Apple Inc.'s impact goes far beyond the tech space, and Velvet Apples is inspired by such innovation. When mobile phones also became high quality cameras, the food industry busted open to allow anyone to become a top notch food creator. Chef Samuelsson was inspired by this accessibility influx and created Velvet Apples with simple and fresh ingredients every home has on hand. By nature, its plating can be altered in any number of ways, so no matter what chef is behind the camera, their creativity is free to make it their own.

Directions

Step 1

Red Velvet Brownie: Preheat the oven to 325 degrees Fahrenheit. Combine all ingredients in a food processor until smooth. With an ice cream scoop, fill a nonstick coated muffin pan halfway. Place in the oven and bake for 25-30 minutes. Let the pan rest on a cooling rack and allow to cool completely before removing brownies.

Step 2

Caramelized Rum Apples: Heat a medium saute pan over medium heat and add olive oil. Add in diced apples and your spices and saute for 2-3 minutes. When the apples begin to soften, deglaze with rum and reduce for 2-3 minutes. Finish off with lemon juice and transfer to a sheet pan to cool.

Step 3:

Plate with garnish, and Crushed Peanuts and enjoy (don't forget to take a photo).

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