

Crossover Meats becomes the Official Chef-Inspired Burger of the Kannapolis Cannon Ballers

Crossover Meats is stepping up to the plate this summer through a partnership with the Kannapolis Cannon Ballers, bringing fans bold flavor, smarter nutrition.

KANNAOPOLIS, NC, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- [Crossover Meats](#), the company making real meat better, is stepping up to the plate this summer through a new partnership with the [Kannapolis Cannon Ballers](#), bringing fans bold flavor, smarter nutrition, and more sustainable meat options at the Atrium Health Ballpark.

As the "Official Chef-Inspired Burger of the Kannapolis Cannon Ballers" starting this month, fans at Atrium Health Ballpark can enjoy [Crossover Blends™](#) Chicken + Beef and Chicken + Lamb Burgers — high-protein, lower-fat burgers that deliver the taste of traditional burgers with 50% less environmental impact.

"We're proud to partner with the Kannapolis Cannon Ballers to introduce Crossover Blends™ to baseball fans in a fun, flavorful way," said Michelle Adelman, CEO and founder of Crossover Meats. "It's the perfect pairing — America's pastime and America's favorite food, made better for you and the planet."

A Better Burger Experience, On and Off the Field

Crossover Blends™ cook up juicy and satisfying, whether you're at a game or grilling at home. With 32g of protein and 20% of your daily iron per serving, they're a win-win for fans looking to enjoy their favorite foods without compromise. Available exclusively at Food Lion stores across the mid-Atlantic region,



The graphic is a promotional poster for Crossover Meats' Chicken + Beef Patties. At the top, it features the Crossover Meats logo and the text "OFFICIAL CHEF-INSPIRED BURGER OF THE CANNON BALLERS" with a call to action: "Enjoy here tonight. Grab them at Food Lion." Below this, a large image shows a burger patty on a bun with lettuce, tomato, onion, and cheese. To the left of the burger, there's a silhouette of a chicken and a circular seal that says "INSPECTED U.S. INSPECTION SERVICE". To the right, there's a silhouette of a cow. Text on the right side lists benefits: "ALL NATURAL*", "GLUTEN & SOY FREE", "READY-TO-COOK", "32G OF PROTEIN", and "20% OF DAILY IRON". A QR code is also present with the text "LEARN ABOUT OUR ENVIRONMENTAL COMMITMENT." and "CrossoverMeats.com/Sustainability". At the bottom left, it says "NET WT. 32 OZ (2 LB)" and "1/3 LB PATTIES". At the bottom right, it says "COOK FROM FROZEN" and "KEEP FROZEN. COOK THOROUGHLY." The bottom of the graphic reads "Crossover Blends - Chicken & Beef Burger Patties".

Crossover Blends offers a craveable burger experience while being competitively priced, making family meals easy and healthier.

“The Cannon Ballers are all about community, fun, and creating a memorable experience for every fan,” said Josh Otterline, Vice President of the Kannapolis Cannon Ballers. “We’re thrilled to team up with Crossover Meats to offer ballpark fare that’s not only delicious but aligns with growing demand for smarter, more sustainable food choices.”

Better Meat for a Better Game

Compared to traditional ground beef, Crossover Blends™ use 50% less land, 40% less water, and produce up to 50% fewer greenhouse gas emissions — helping fans enjoy every bite with a lighter footprint.

Fans can find Crossover Meats at the game and at over 1,800 grocery stores nationwide, including at Food Lion across the mid-Atlantic region.

About Crossover Meats

Crossover Meats is a woman-owned company on a mission to revolutionize ground meat. Our patented Crossover Blends™ combine lean chicken with beef, pork, or lamb to deliver the full flavor of traditional ground meat with fewer calories, less fat, and a significantly lower environmental impact. That’s real meat, made better.

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Josh Otterline, VP Kannapolis Cannon Ballers

About the Kannapolis Cannon Ballers

The Kannapolis Cannon Ballers are the High-A affiliate of the Chicago White Sox, playing at Atrium Health Ballpark in Kannapolis, North Carolina. The Cannon Ballers are committed to providing high-quality family entertainment and fostering community through the love of baseball.

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