



Going Pink for Profit: Engaging Today's Retailer

While we understand that many of you have retailers that do not use ready-made POS materials, there may still be an opportunity to work mushroom messages into retailers' existing collateral if you start the conversations earlier. Ideas could include featuring a recipe in an upcoming newsletter or placing an ad in a circular.

Consider the following talking points and questions when selling in Mushroom Council assets:

- Many other products will go pink this October, is your store planning a larger promotional effort around them?
- If your store is already planning a breast cancer awareness promotion, how can we ensure mushrooms are included in your efforts?
- The 2009 pink promotion sparked the largest movement of fresh mushrooms for any time period – raising dollar volume by 6.7% and pound volume by 12.3%. Going pink is a great way to boost sales in your store and show customers your commitment to the community by offering simple ways to contribute to a larger cause.
- If you're working on any in-store signage for the produce department, I can provide you with consumer tips for cooking and storing mushrooms, as well as nutritional facts to consider including in your materials.
- I can provide you with recipes and photos that you can insert into your in-store magazines, circulars and other custom promotional collateral.