



[INSERT COMPANY LOGO]



October 2011 Pink Campaign Breast Cancer Awareness - Retail Success

For the third year in a row, the mushroom industry will “go pink” to continue supporting breast cancer research at City of Hope, an independent biomedical research, treatment and education institution. Scientists there were some of the first to study the potential effects of mushrooms on cancer. Clinical trials are now under way.

Three points to help drive sales during the Pink campaign:

- 1. Display – Organize your display to show off mushrooms in the colorful pink containers.**
- 1. Signage – Use in-store signage to direct traffic to the mushroom section and increase the visibility of the pink tills. (Ask your supplier for examples!)**
- 2. Product Rotation – Maintain the mushroom display at 34° or less and keep it well stocked during key times of the day to get the most sales movement out of the mushrooms.**

By following these three points, you can help increase sales and raise awareness for breast cancer research. For more information on this national mushroom pink campaign call 408-432-7210 or visit www.mushroominfo.com.

Thanks for your cooperation and help with this important campaign.



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