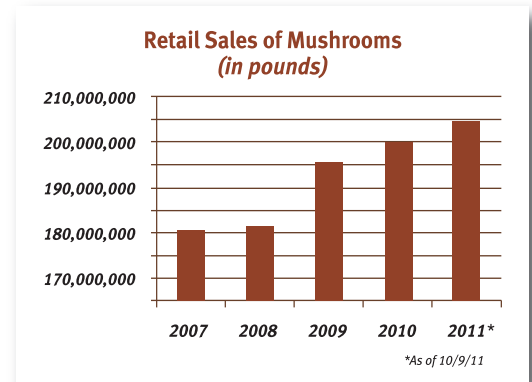


# FRESH MUSHROOMS: FOSTERING YEAR-ROUND DEMAND



Consumer demand for the mighty mushroom continues to grow, as evidenced by rising sales year after year.<sup>1</sup> The versatility and nutritional benefits of mushrooms provide endless promotional opportunities to help sustain year-round sales in the produce department.



Since the **average shopping basket containing mushrooms is worth double the value of a shopping basket without them**, maintaining year-round mushroom demand could help increase the value of your receipts while providing the opportunity to level inventory.<sup>2</sup>

**This is your seasonal promotion “cheat sheet” for making mushrooms a shopping cart staple and revenue generator.**

## NEW YEAR, NEW TIPS TO HELP CUSTOMERS MEET HEALTH GOALS

- January – New Year’s Resolutions**  
 Help your customers with their weight management goals by featuring low-calorie mushroom recipes.
- February – American Heart Month**  
 Share diet tips for a healthy heart including reducing sodium intake – the umami in mushrooms adds flavor and allows for using less salt in recipes.
- March – National Nutrition Month**  
 Teach your customers good nutrition by filling their plates with a wide variety of colors – including white and brown foods like mushrooms which can pack a nutritious punch.

## SPRING IS IN THE AIR WITH THESE FRESH MUSHROOM PROMOTIONS

- April – Earth Day (April 22)**  
 Host one of your mushroom suppliers for a “Meet the Farmer” event to talk about sustainable farming practices with your customers.
- May – Mother’s Day**  
 Show your customers how to easily upscale breakfast-in-bed for mom by adding mushrooms to quiches, crepes or omelets.
- June – Outdoor dining**  
 Set up a demo with an indoor electric grill to teach customers mushroom grilling techniques using whole portabellas or skewers of white button mushrooms.

2010 sales data shows that 27% of all produce volume was sold while on promotion.<sup>3</sup>



## SUMMER IS SIZZLING WITH NEW MUSHROOM USAGE IDEAS

- **July – Independence Day**  
Feature mushrooms as part of an in-store cookout display (with a grill basket) to highlight produce items perfect for the grill.
- **August – Summer dishes**  
Share recipes like sliders, skewers or a salad alongside your mushroom display to give consumers fresh ideas for summer cooking.
- **September – National Mushroom Month**  
Educate shoppers about the varieties of mushrooms available in-store and the different flavors each can bring to a dish.

## IT'S TIME TO HARVEST THE HEALTH BENEFITS OF MUSHROOMS

- **October – Breast Cancer Awareness Month**  
Ask your supplier about featuring mushrooms in pink packaging to show support for cancer research and educate your customers about mushrooms and breast cancer.
- **November – Flu season**  
Highlight antioxidant-rich recipes featuring mushrooms this time of year – antioxidants help build up your customers' immune systems.
- **December – Winter blues**  
Show your customers how mushrooms are the “bright spot” of the produce department year-round – they are the only source of vitamin D, the sunshine vitamin, in the produce aisle.

## BEST PRACTICES

Take advantage of fresh mushroom promotions throughout the year. Follow these retail “Best Practices.”<sup>2</sup>

- Discount mushrooms by at least 25% when on promotion.
- Promote packaged and bulk mushrooms together.
- Do not promote packaged, whole and sliced mushrooms together at the same price point, as consumers will always choose sliced for convenience.
- Feature multiple mushroom varieties in the same advertisement.
- When promoting brown, specialty and dried mushrooms, include a white mushroom item in the same advertisement. White mushrooms remain the foundation for a strong campaign.

75% of purchase decisions are made in-store. Point-of-sale materials can help break shoppers' routine meal habits and inspire new purchases.<sup>4</sup>



1 FreshLook Marketing, Fresh Mushroom Topline Report, Periods Ending 12/30/07, 12/28/08, 12/27/09, 1/2/11, 10/9/11  
2 Encore Associates Retail Best Practices Study, 2009  
3 United Fresh, Fresh Facts © on Retail, 2010  
4 Nicolas, Catherin. Australian Centre for Retail Studies. POS Advertising – Retailing's Final Frontier. 2007

For more information, talk to your mushroom supplier or visit [mushroominfo.com](http://mushroominfo.com).