

# THE BLEND



## Meat + Mushrooms = The Blend

**A GREAT WAY TO ENCOURAGE ADDITIONAL PURCHASES AND HIGHER BASKET RING:**

Offer pre-made Blend Burger patties and encourage shoppers to make The Blend at home

### RETAIL RESULT OF SELLING THE BLEND\*

#### PRODUCE

A 60% sales increase of fresh mushrooms in the produce department.

#### MEAT

Nearly a 12% increase of hamburger patty sales. Blended burgers represented over 8% of all patties sold.

#### DELI

A 10% increase in meatloaf lunch and dinner sales after switching over to Blend meatloaf.

*\*Blend items sold at same price as non-Blend items Source: Mushroom Council, The Blend - 2016 Retail Case Study was the pilot for a midwestern regional grocer with less than 20 stores*



## SELF

"Whether you're a vegetarian, flexitarian, or just someone looking to eat a little less meat, you've probably noticed that mushrooms take center stage in many meatless recipes. Mushrooms have a uniquely savory flavor known as umami, a dense, meaty texture when cooked."

## TIME

"Because mushrooms have a savory, umami flavor similar to meat, blending them and mixing them with meat, or eating mushrooms as a meat replacement, are popular ways to reduce meat intake."