



THE BLEND

*Finely chopped mushrooms blend seamlessly with ground meat.
It's delicious, nutritious and sustainable.*

Selling and promoting The Blend improves performance throughout the store*:

Produce Department

60%
INCREASE

in sales of fresh mushrooms
when promoting The Blend

Meat Department

12%
INCREASE

in the sales of blended
burger patties

Foodservice/Deli

10%
INCREASE

in sales of Blended meal
offerings (meatloaf,
meatballs, tacos, etc.)



"We realized how influential The Blend was for our customers when they started coming into the store asking for it by name...we were surprised at the impact." - Retail Senior Management*

**ASK YOUR MUSHROOM SUPPLIER HOW YOU
CAN PROMOTE THE BLEND IN YOUR STORES.**

