



2025 Consumer Marketing & PR Campaign

February 12, 2025

Strategic Framework

Objective

Increase fresh mushroom demand and positive consumer perception as an everyday, delicious food.

Strategies

1. **Understand** the ways mushrooms meet consumers' common culinary and nutrition needs.
2. **Educate** consumers and stakeholders about mushroom culinary basics and handling guidance.
3. Promote high-volume, **year-round**, routine uses of mushrooms.
4. Simplify and promote mushrooms' unique **nutrition** benefits.
5. Tout mushrooms' unique **sustainability** story.





Consumer Marketing Objective & Strategies

Objective:

Increase mushroom purchase frequency and volume among heavy, medium, and light shoppers while bringing lapsed shoppers back to the category.

Strategies:

- Position mushrooms as an essential and convenient everyday ingredient beloved for being delicious, nutritious and sustainable
- Broaden target audience from 2024 to include medium, light, and lapsed mushrooms shoppers, as well as heavy
- Concentrate campaign timing and ad investments to slower sales periods for best impact and budget efficiency
- Engage target audiences with activations that keep fresh mushrooms relevant and top of mind, building habits that drive sales and loyalty

Target Audiences



Heavy Shoppers: Remind loyalists they already love mushrooms

- Gen X and Boomers (born 1946-1980)
- Married, 2 Person Household
- Income \$70k+
- No kids in home/empty nesters
- Professional, Post-Graduate Education
- 50/50 Male/Female
- Lifestyle: Established workers (Gen X) or retired/nearing retirement (Boomers)



Light/Medium/Lapsed Shoppers: Educate with mushroom basics

- Adult Gen Z and Millennials (born 1981-2012)
- Single or Married
- Income \$35-\$70k
- No Kids to Children <17
- Some College Education to Post-Graduate Education
- 50/50 Male/Female
- Lifestyle: Getting started (Gen Z) or young families, raising teens, established workers (Millennials)

Target Audiences



Heavy Mushroom Users:

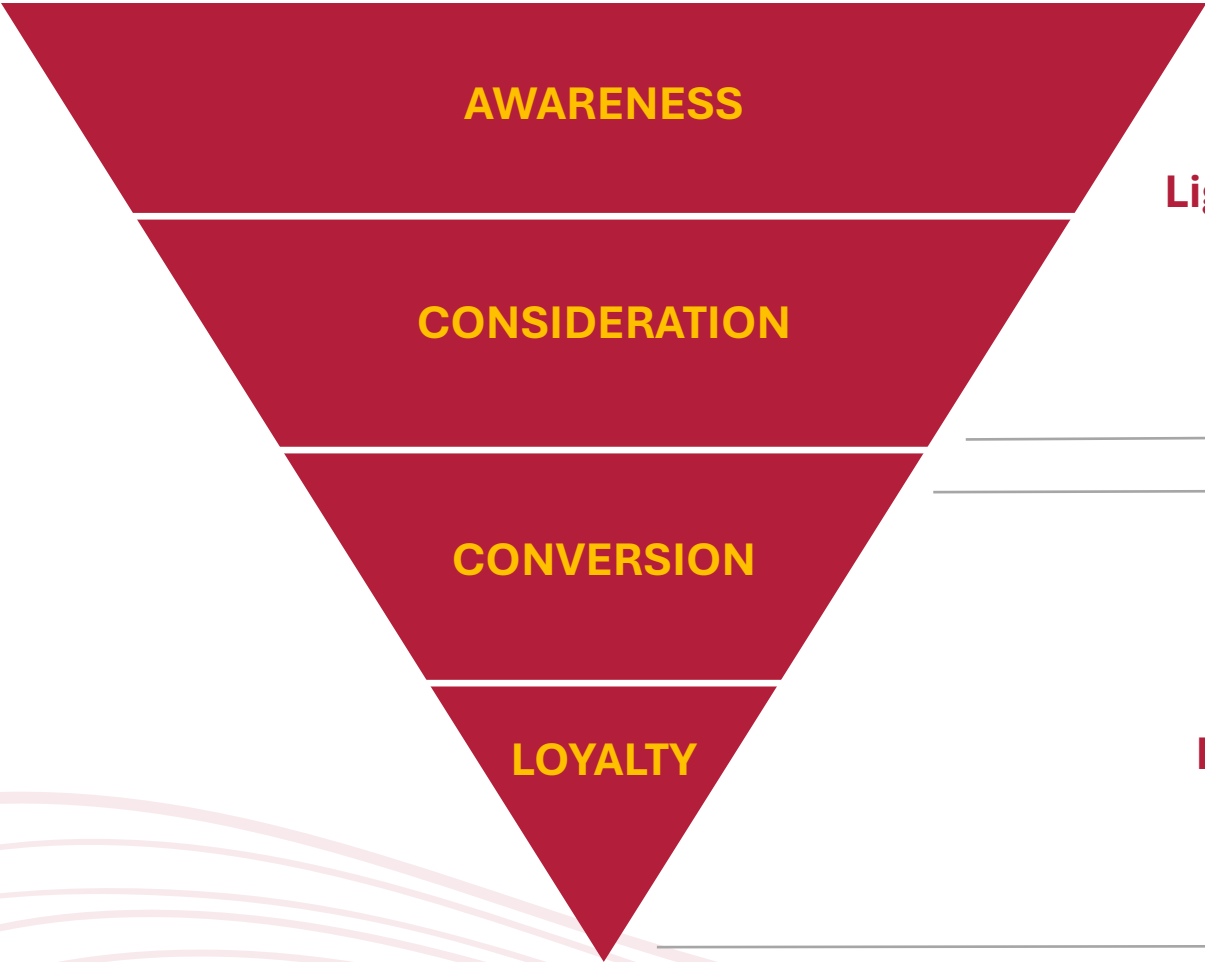
- Remind loyalists of their love for mushrooms
- Introduce new, on-trend recipes
- Continue to promote Mushroom Monday as a weekly reminder to enjoy mushrooms



Medium/Light/Lapsed Mushroom Users:

- Educate with mushroom basics
- Introduce new recipes, focusing on fast, easy and meal plus-up ideas

User Journey

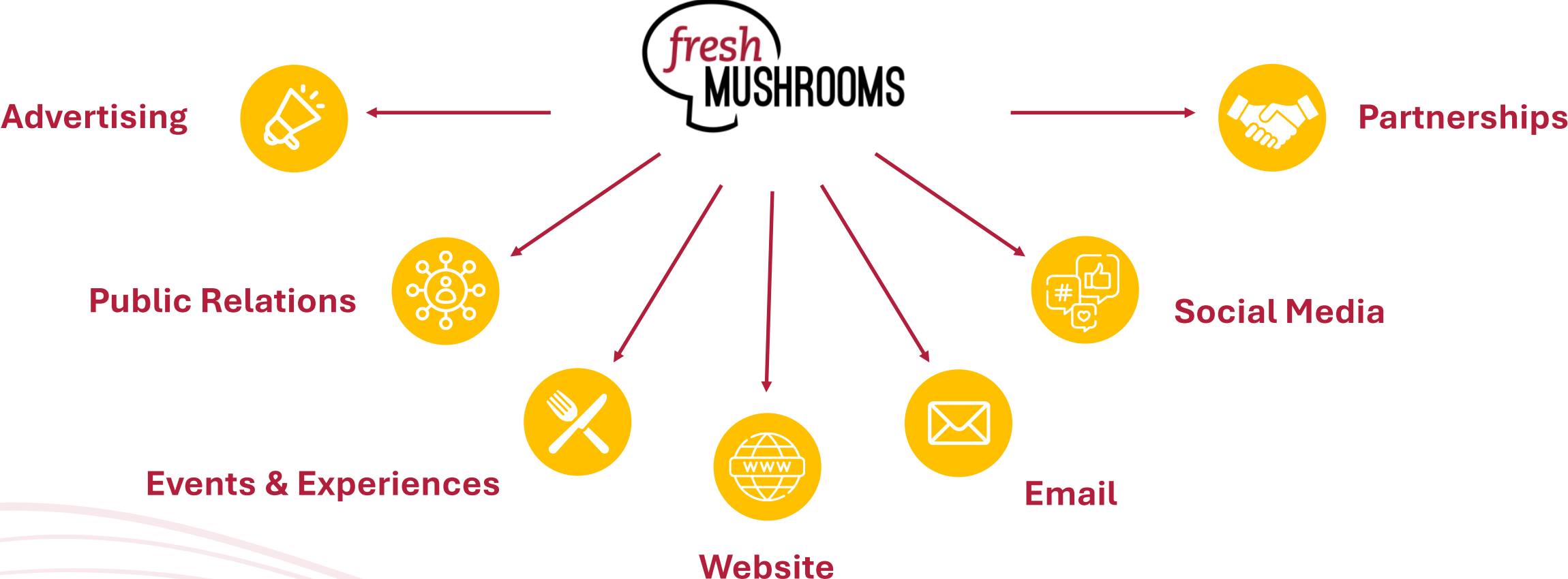


Light/Medium/Lapsed
Mushroom Users

Heavy
Mushroom Users



Tactical Overview



Timing



2025

CAMPAIGN ACTIVATIONS

At-A-Glance

AUDIENCES



Heavy Mushroom Shoppers

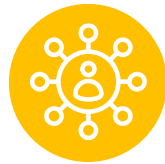


Medium/Light/Lapsed Mushroom Shoppers

TACTICS



Advertising



Public Relations & Influencers



Events & Experiences



Social Media



Website



Email



Partnerships

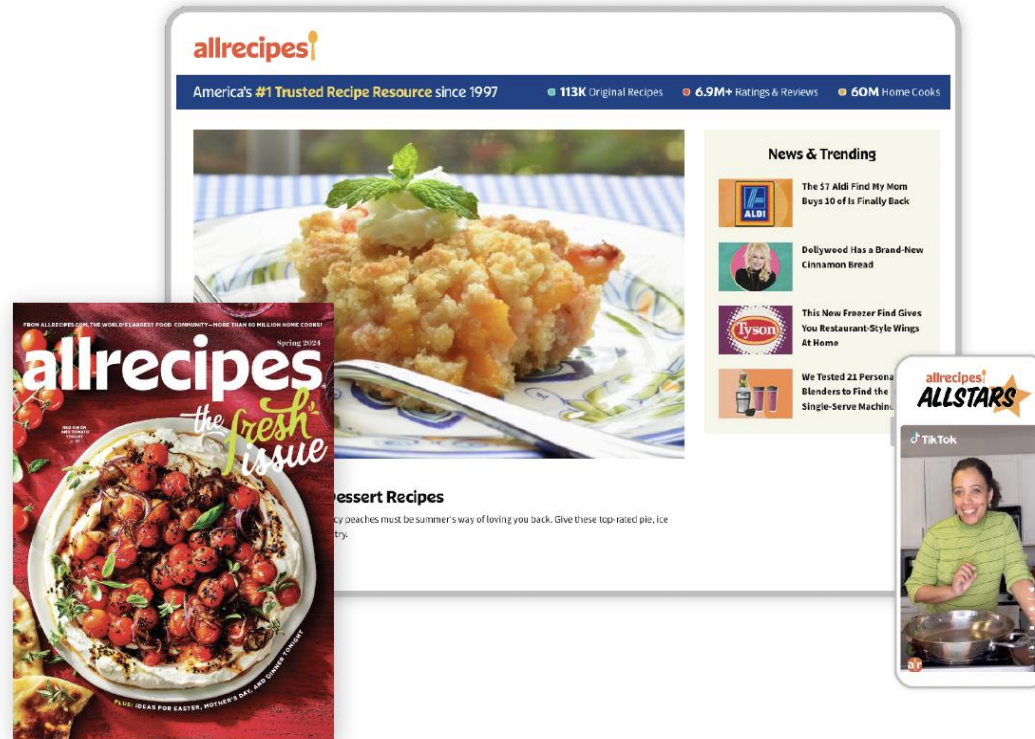
PARTNER CAMPAIGNS



Mushrooms + allrecipes!

The World's Largest Food Community

60M
AUDIENCE



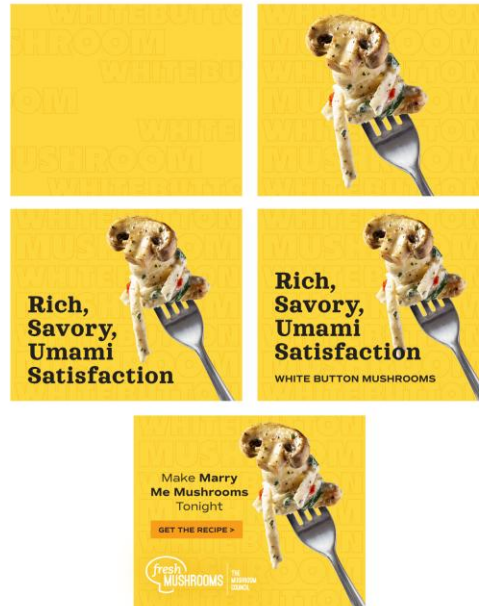
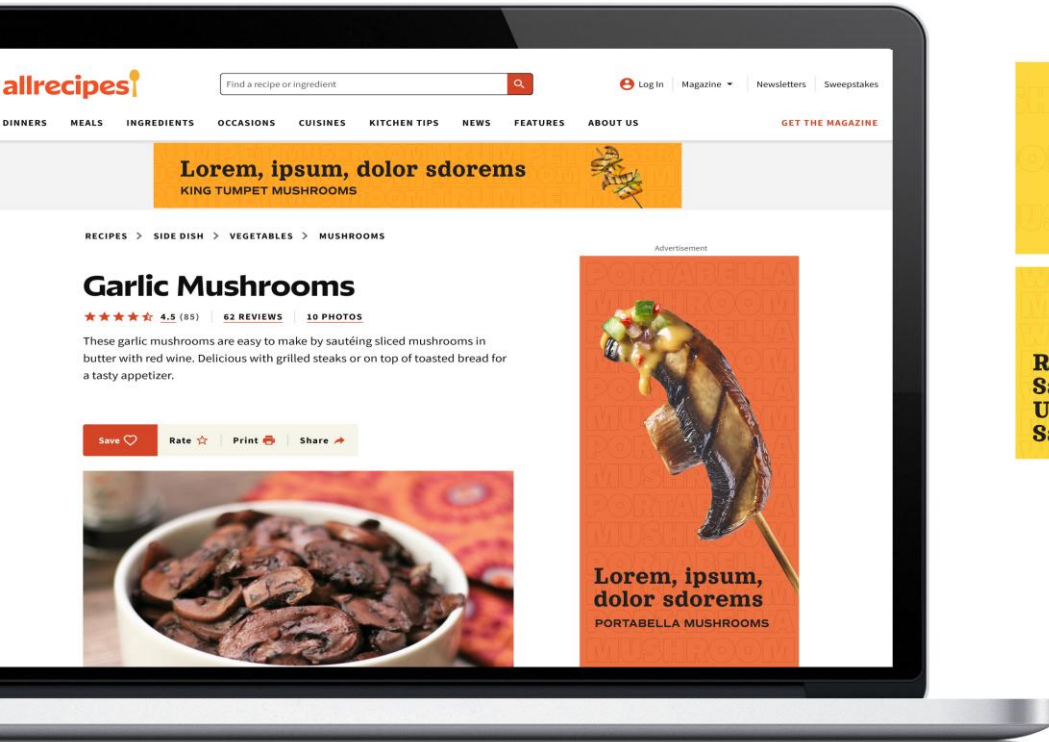
SHOP WITHIN
2 DAYS
OF CONSUMING
CONTENT

REACHING ALL AGES AND STAGES

- ✓ 5M GEN Z
- ✓ 18M MILLENNIALS
- ✓ 3M GEN X
- ✓ 19M BOOMERS



Digital Ads on Allrecipes.com + More



Digital: Intent Targeting

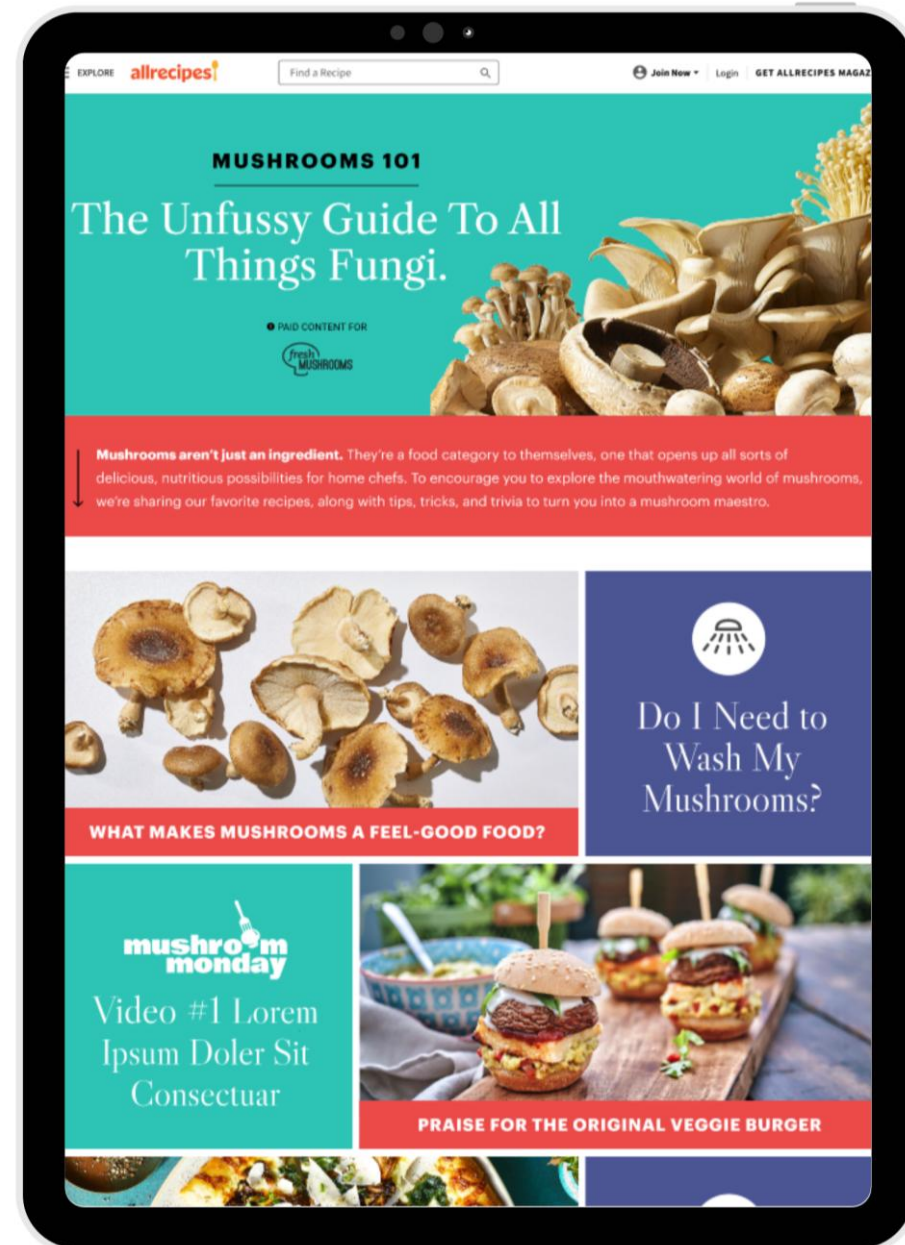
Reaching 10M+ Impressions Mar-Jun

- Banner ads targeted to consumers in “Key Moments of Intent”
 - Quick & Easy Dinner Intenders
 - Mushroom Recipe Intenders
- Displayed across relevant Dot Dash Meredith digital properties
 - Allrecipes
 - Better Homes & Gardens
 - EatingWell
 - Martha Stewart
 - Real Simple
 - Simply Recipes
 - SouthernLiving
 - Food & Wine

Mushrooms 101

Custom Article

- Custom-created image-rich edu-taining content to reach **1.5M impressions and pageviews**
- Interactive flipcards reveal:
 - Mushroom cooking hacks and prep tips
 - “True or false?” mushroom facts and nutrition information
 - A deep dive into mushroom varieties
 - 4 Mushroom Monday videos starring Allrecipes Allstars
 - Top mushroom recipes from Allrecipes

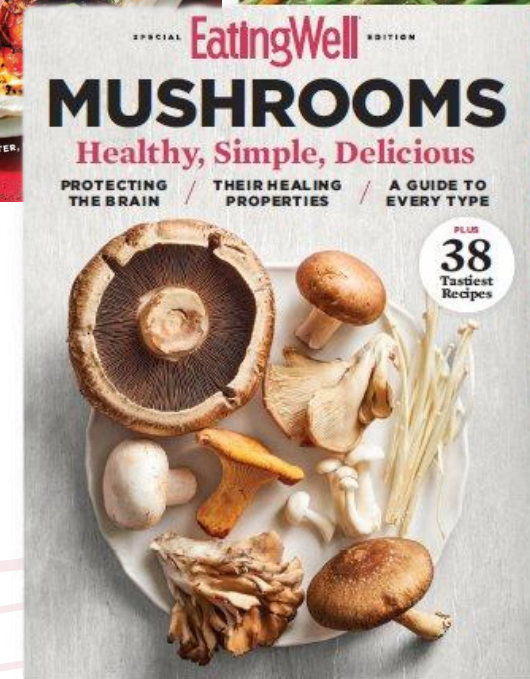


Print Ads + Editorial in Allrecipes Magazine

Editorial Content

Reaching 10M+ Readers Mar-Aug

- **Allrecipes Spring Issue | On Sale 3.21.25 - 6.19.25**
 - Full-page ad adjacent to editorial featuring mushroom recipe from Allstar
- **Allrecipes Summer Issue | On Sale 6.20.25 - 8.31.25**
 - Full-page ad adjacent to a Mushroom Recipe from reader-favorite “Dinner Fix” Editorial Column
- **EatingWell Mushrooms Special Edition | On Sale 3.8.25**
 - Full-page back cover ad
- **Better Homes & Gardens 5 Ingredient, 30-Minute Recipes | On Sale 4.19.25**
 - Full-page back cover ad





Rich, Savory, Umami Satisfaction

WHITE BUTTON MUSHROOMS

While white button mushrooms are the most common variety, their quintessential flavor and culinary versatility make them anything but. Their flavor intensifies when cooked, and their texture becomes tender, juicy and satisfyingly meaty. Just one of the many delectable mushroom varieties you can explore at your local grocer.



Make Marry Me Mushrooms Tonight

Rich, Savory, Umami Satisfaction

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Scan to make Marry Me Mushrooms Tonight

Charred, Smoky, Irresistibly Bold

KING TRUMPET MUSHROOMS

King trumpet mushrooms have a delicate, velvety flavor and a firm, meaty texture. When cooked, their texture becomes tender, and their large size makes them ideal for grilling, broiling, and any other cooking application that puts them at the center of the plate.

Scan to make Grilled Trumpet Mushroom Kababs with Tangy Tamarind Glaze

Lush, Bold, Perfectly Balanced

LION'S MANE MUSHROOMS

Lion's mane mushrooms are a variety, some extremely satisfying with their meaty, umami-rich texture. Their large size makes them ideal for grilling, broiling, and any other cooking application that puts them at the center of the plate.

Scan to make Mushroom and Sausage Sheet-Pan Dinner

Zesty, Fresh, Flavor Explosion

MAITAKE MUSHROOMS

Lion's mane mushrooms are a variety, some extremely satisfying with their meaty, umami-rich texture. Their large size makes them ideal for grilling, broiling, and any other cooking application that puts them at the center of the plate.

Scan to make Maximalist Mushroom and Kale Risotto

Juicy, Tender, Luxurious Taste

OYSTER MUSHROOMS

Lion's mane mushrooms are a variety, some extremely satisfying with their meaty, umami-rich texture. Their large size makes them ideal for grilling, broiling, and any other cooking application that puts them at the center of the plate.

Scan to make Mushroom and Steak with Chimichurri Sauce

Light, Savory, Perfectly Delicate

CRIMINI MUSHROOMS

Lion's mane mushrooms are a variety, some extremely satisfying with their meaty, umami-rich texture. Their large size makes them ideal for grilling, broiling, and any other cooking application that puts them at the center of the plate.

Scan to make Mushroom Egg Bites

Earthy, Savory, Umami Heaven

SHITAKE MUSHROOMS

Lion's mane mushrooms are a variety, some extremely satisfying with their meaty, umami-rich texture. Their large size makes them ideal for grilling, broiling, and any other cooking application that puts them at the center of the plate.

Scan to make Stir-Fried Shitake Noodles with Veggies

Crisp, Bright, Vibrantly Fresh

PORTABELLA MUSHROOMS

The largest of button mushrooms, portobellos are a hearty, meaty variety, with thick, firm stems, making them an ideal choice for both meat and vegetarian dishes. When cooked, their firm texture and meaty, umami-rich flavor makes for a satisfying experience.

Scan to make Portobello Sauté with Spicy Cucumber Relish and Peanut Sauce

Bright, Tangy, Flavor-Packed Kick

BEECH MUSHROOMS

Lion's mane mushrooms are a variety, some extremely satisfying with their meaty, umami-rich texture. Their large size makes them ideal for grilling, broiling, and any other cooking application that puts them at the center of the plate.

Scan to make Quick-Pickled Beech Mushroom

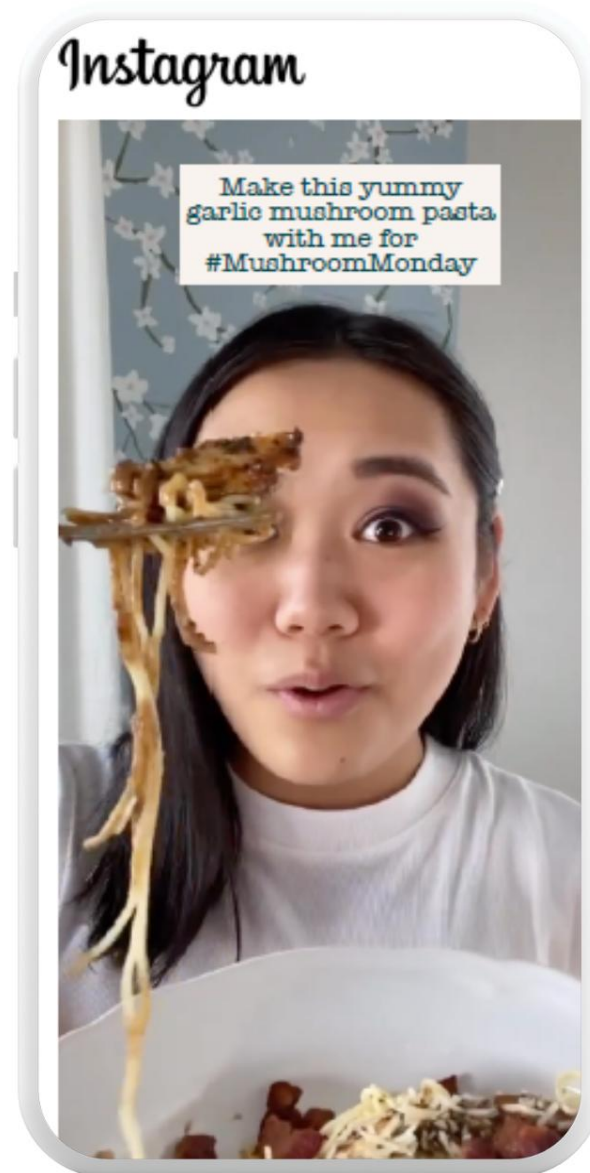


Allstar #MushroomMonday Series

- Each **#MushroomMonday**, mushroom-loving Allrecipes Allstars will release a new mushroom-centric recipe, encouraging fans to cook up a delicious mushroom dish of their own
- 12x Reels: 3x Allrecipes Allstars will create 4x Instagram Reels

Reaching 2M+ Impressions Mar-May

- Organically posted by Allstars
- 2x dark-posted videos to Allrecipes Instagram
- 1x video organically posted to Allrecipes Instagram (3M+ followers)



New

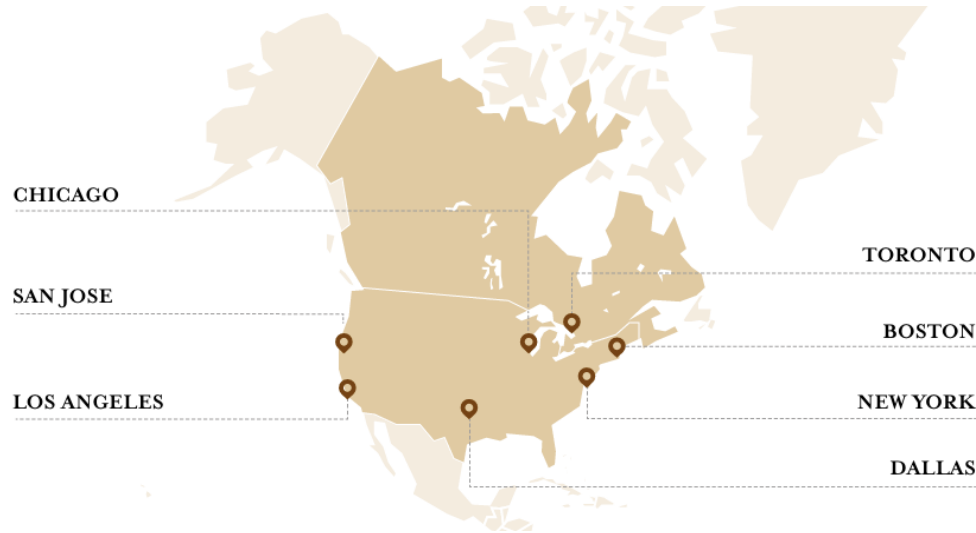



+



Partnership

50M
ANNUAL
VISITORS




16M+

**NORTH AMERICA
MEDIA + SOCIAL MEDIA
AUDIENCE**



**EAT - SHOP - LEARN
BUSINESS MODEL**

-
RETAIL, FOODSERVICE,
COOKING CLASSES
UNDER ONE ROOF

Omnichannel Promotion



STORES

- April: NYC Flatiron
- May: Chicago
- June: Los Angeles

ACTIVITIES

Month-long promotions in each market include:

- Retail – Multi-Variety Mushroom Display
- In-Store Communication/POS
- QSR Menu Promotion
- Full-Service Restaurant Menu Promotion
- Mushroom Cooking Class
- Eataly Magazine + Social Media Content
- Media and Influencer Event in each City



Media + Influencer Events



Kick-Off Events

- Media and influencer events to drive awareness and coverage
- Mushroom-centric dishes throughout the market at restaurant counters
- Experiential engagement activities
- Engaging and brief presentations from key spokespeople including Eataly chefs and Mushroom Council

Amplification

- Media outreach in local markets
- Heavy produce trade, retail and foodservice outreach
- Social influencer collaborations
- Allrecipes integration





- Featured Allrecipes Allstars influencers will attend one of the Mushroom Council's live Eataly events
- Allstars will help drive awareness of Eataly events with an Instagram Story teaser pre-event, encouraging followers to join in #MushroomMonday
- Post-event, Allstars will create an in-feed social carousel with photos and event highlights
- Each Allstar will post to their own handle and then the Allrecipes handle will amplify



Ongoing Public Relations

Foundational PR

- Consistent, ongoing outreach to refresh and reinforce fresh mushrooms at top of media consideration
- Target high-level, in-depth features at defining outlets
- Nurture media that target heavy shopper customers
- Key messages and moments
 - Winter: Feed Your Immune System
 - Spring: Gentle on the Planet, Healthy on the Plate
 - Summer: Enhance Your Grilling
 - Summer/Fall: Stretching Meals/Grocery Dollars
 - Fall/Winter: Holiday Meals (“Mushrooms' Superbowl”)
 - Year-End: 2026 Food Trend



The New York Times

yahoo!

FOOD & WINE

Health



Influencers

Media Outreach

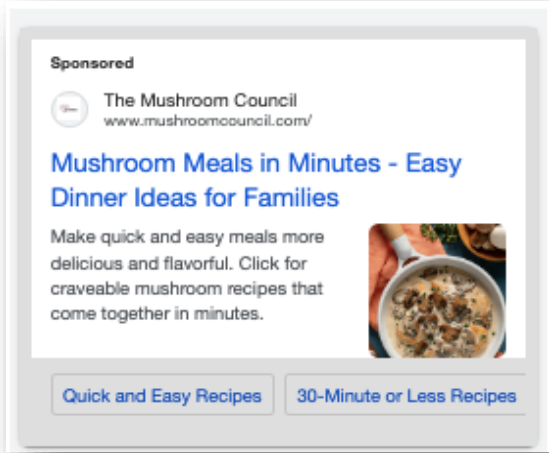
- Chefs for fresh mushroom inspiration
- Influential Media RDs to amplify nutrition messaging
- Grilling experts for summer and fall grilling features

Social Promotions

- Showcase mushrooms as a staple in everyday dishes; inspire new, routine uses
- Reach light/medium/lapsed audiences with mushroom basics
- Key messages and moments:
 - Grilling: Provide inspiration for grilling season
 - Foodservice: Invite foodservice operators to participate in Mushroom Monday to feature mushroom-focused dishes and drive customer interest
 - Holiday: Inspire elevated traditional dishes

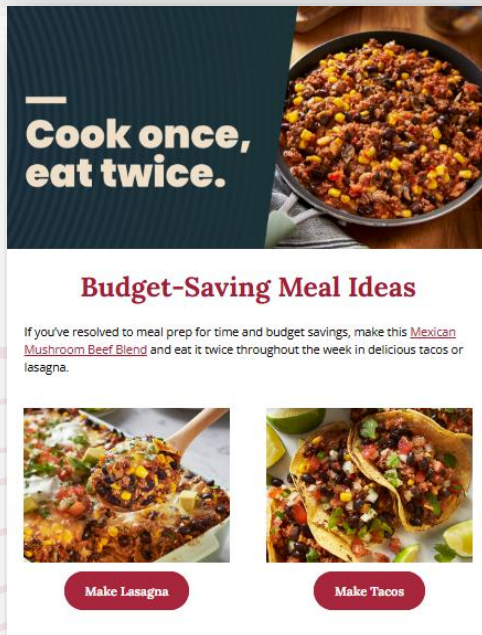


Digital



Paid Search

- Ensure mushrooms and relevant links appear in search for those actively searching for mealtime solutions
 - Target specific food recipes and keywords like “easy mushroom soup” or “healthy chicken and mushroom recipes”
- Optimize website and landing pages for search and campaign traffic and conversions (add to cart, newsletter sign-ups)



Email

- Reach and activate highly-engaged, owned community of 30,000+ subscribers
- Deliver consistent monthly communications laddering up to objectives and driving conversions

Social Media

Always-On: Organic and Paid Inspiration

- Provide consistent, timely and engaging content to inspire mushroom use and loyalty
- Leverage interest targeting to keep mushrooms top of mind with core consumers and encourage consideration among light and medium mushroom users
- Amplify influencer content to extend reach of influential content

Cultivate Mushroom Fans and Advocates:

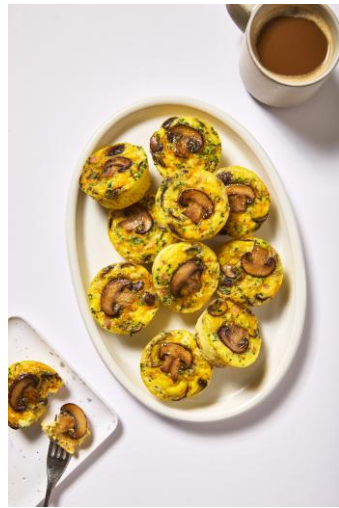
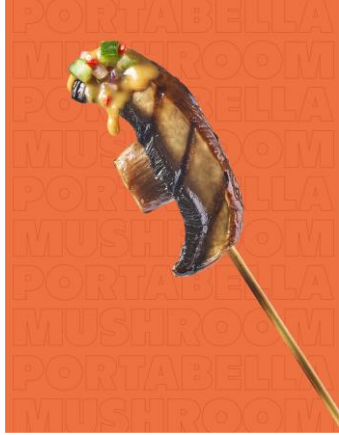
- Increase social listening for mushroom mentions to uncover new social media engagement opportunities
- Run lead gen ads to grow loyal email list



All Channel Activity Calendar

2025 ALL CHANNEL PLANNING CALENDAR													
	Q1			Q2			Q3			Q4			
	January	February	March	April	May	June	July	August	September	October	November	December	
CONSUMER	Earned Media (Press Releases or Pitches)	FYIS w/ RDs Why Mushrooms are a 2025 Trend	FYIS w/ RDs One Pack, 3 Recipes	Sustainability Mushroom Monday	Mushrooms are the official ingredient of Earth Month	Mushrooms on the Grill	Mushrooms on the Grill	Mushrooms on the Grill	Mushrooms on the Grill	Mushroom Superbowl - holiday ownership Versatility	Mushroom Superbowl - holiday ownership Versatility	Mushroom Superbowl - holiday ownership Feed Your Immune System	Why Mushroom 2026 Trend The Most Pop Mushroom Reci 2025
	Social / Email / Blog	Blog/Email: Cook Once, Eat Twice with Mushrooms Tips + Recipes on how mushrooms can stretch your meals and add value to dinnertime. Social: Comforting recipes, Budget-friendly meals	Blog/Email: Protein-Power Up Showcase mushrooms in high-protein recipes and snacks, capitalizing on the continued consumer focus on protein consumption and its various health benefits. Social: Protein pairings, stuffed mushrooms, value recipes	Blog/Email/Social: The Perfect Bite (Placeholder) Showcase recipes developed for our campaign. Allrecipes and Eatly promotion newsletters	Blog/Email: Mushroom's Sustainability Story Share mushrooms unique sustainability story. Social: Spring recipes, value recipes, Earth friendly, brunch recipes	Blog/Email: Hot Grill, Hot Ingredients Trending ingredients and ways to bring flavor to mushrooms by grilling. Social: Quick recipes, grilling, bold flavors	Blog/Email: How to Make Marinated/Pickled Mushrooms Lean into the pickle craze, but with mushrooms. Bold and briny flavors are key for consumers. Social: Bold flavors, quick and easy recipes, grilling	Blog/Email: The Best Ways to Cook with Each Variety Outline each variety and what the best cooking methods and recipes are. Social: Grilling, bold flavors, quick and easy recipes	Blog/Email: Recipes Made with 5 Ingredients or Less (One-stop recipes) Quick and easy recipes made with 5 ingredients. Social: 30 minute recipes	Blog/Email: Basic Cooking Techniques for Mushrooms National Mushroom Month How to saute, what's the best oil to use, etc. Social: 30 minute recipes	Blog: Nourishing Recipes Made with Mushrooms Comfort food, cozy recipes, wellness. Social: Value recipes, grilling, 30 minute meals	Blog/Email: Holiday Hosting Hacks Cooking hacks ft. fresh mushrooms. Social: Comfort food, soups, value recipes, stuffed mushrooms	Blog/Email: Mush A Year In Rev Most popular re from 2025. Social: holiday re comfort foo
	Social Influencer Partnerships		Mushroom Monday Jason's Deli Influencer		Mushroom Monday AllRecipes Influencer #1	Mushroom Monday AllRecipes Influencer #2	Mushroom Monday AllRecipes Influencer #3						
	Events			Media Grower Tours (Tied to Earth Month)	Eatly NYC March 31 JBF Public Market (Portland) April 17	Eatly Chicago April 28	Eatly LA June 2					Mushroom Holiday Deliveries	

Campaign Resources



[WIP Photography on White/Neutral Background]

How to Engage in Campaigns

Quick Access: MushroomCouncil.org

Content Sharing

1. Share and repost from Mushroom Council channels to your channels
2. Copy and post to your channels
3. Download and customize materials for your channels and brand

Events

1. Attend events listed in All Channel Calendar
2. Invite stakeholders to events

Advertising (Search)

1. Download and copy or customize for your own paid search campaigns

How to Use Campaign Resources

We are an extension of your team & marketing department.

Questions & requests:

- cristie@mushroomcouncil.org
- adriane@mushroomcouncil.org



Thank you!

