



College & University Foodservice Toolkit

JOIN MUSHROOM MONDAY | mushroomcouncil.com/mushroommonday



Dear College and University Dining Hall Directors and On-Campus Chefs,

We are thrilled to extend a warm welcome to you for joining our Mushroom Monday marketing initiative! Your commitment to enhancing guest experience with nutritious and sustainable options is truly commendable, and we are excited to partner with you in promoting the versatile and delicious world of mushrooms.

As Mushroom Monday participants you can expect to receive a range of resources and support to help you incorporate mushrooms into your menus seamlessly. Here's what you can look forward to:

Recipe Ideas and Inspiration: We will provide you with a variety of creative and easy-to-implement mushroom recipes that cater to diverse tastes and dietary preferences. From Grilled Mushroom Bibimbap to Portabella Taco Al Pastor, the possibilities are endless

Educational Materials: We understand the importance of informing both your staff and students about the nutritional benefits and sustainability of mushrooms. Therefore, we will supply you with informative materials highlighting the health advantages and eco-friendly nature of mushrooms, empowering you to educate and engage your campus community.

Promotional Support: To help you generate excitement and participation, we will offer promotional materials and marketing strategies tailored to your campus. Whether through social media campaigns, signage, or special events, we'll work together to spread the word about Mushroom Monday, and the delicious offerings awaiting students in your dining halls.

- Access to the [Mushroom Monday logo](#) to create your own promotional material
- [Customizable posters](#) to promote Mushroom Monday in dining halls
- Print-ready table tent cards, window clings, and stickers for 'to-go' containers
- Social media ready-to-use content captions and [graphic templates](#)
- In-house photography tips for drool-worthy promotions
- [Press release template](#)

Thank you once again for your participation in Mushroom Monday. We look forward to a successful collaboration and the positive impact it will have on your campus community.

Sincerely,

Shaping America's Plate, the Mushroom Council's Food Service Strategist

RECIPE Inspiration

Our recipes offer flavorful ideas for incorporating mushrooms into your menu.

 **mushroom
monday**



Grilled Mushroom Bibimbap

In this vegetarian rendition of Bibimbap, crisp rice serves as the base, adorned with colorful seasoned vegetables, grilled mushrooms, an egg, and a hint of gochujang.

[GET THE RECIPE.](#)



Turkey and Mushroom Kebabs with Herby Grain Salad and Yogurt Tahini Sauce

Savor the perfect blend of ground turkey and mushrooms served alongside a vibrant Herby Grain Salad and refreshing Yogurt Tahini Sauce. A delightful fusion of textures and tastes, promising a memorable dining experience in every bite. [GET THE RECIPE.](#)



Mushroom Banh Mi

In this plant-forward version of Banh Mi, the sandwich is filled with meaty, sweet and spicy roasted mushrooms, savory mushroom pâté, tangy crunchy pickled vegetables, and refreshing aromatic herbs. This incredibly flavorful sandwich is always a crowd-pleaser.

[GET THE RECIPE.](#)



Mushroom and Cauliflower Bolognese

Experience Mushroom and Cauliflower Bolognese with a nutritious plant-based twist. Generously layered over pasta and sprinkled with chopped parsley and Parmigiano Reggiano, this flavorful sauce delivers a satisfying umami kick that assures you won't miss the meat.

[GET THE RECIPE.](#)

Portabella Mushroom Shakshuka

Shakshuka is a North African and Middle Eastern dish made of stewed tomatoes and peppers topped with eggs, feta cheese and herbs. For this shakshuka with a hearty twist, you can use portabella mushrooms as a delicious and meaty cup for your eggs. Although it's traditionally enjoyed for breakfast, this dish really is great for any meal of the day.

[GET THE RECIPE.](#)



Spicy Mushroom & Lamb Meatballs with Fenugreek Curry Sauce & Cilantro Mint Chutney

Your students will love these Indian-inspired Spicy Mushroom & Lamb Meatballs with Fenugreek Curry and Cilantro Mint Chutney. These tender, spicy meatballs with rich, creamy, and aromatic curry and tangy chutney are a crowd favorite. [GET THE RECIPE.](#)

Roasted Mushroom Katsu

Katsu is a beloved Japanese comfort food traditionally made with breaded chicken or pork. But, how about using meaty portabellas for a plant-based version? Vegetarians and meat-eaters alike will love the perfectly crispy and hearty mushroom katsu finished with a drizzle of sweet and savory katsu sauce.

[GET THE RECIPE.](#)



Portabella Taco Al Pastor

Tacos Al Pastor is a Mexican street food with Lebanese roots. These beloved tacos most likely evolved from shawarma spit-grilled meat brought by Lebanese immigrants to Mexico. Tacos Al Pastor in Mexico are made using pork roasted on a spit, but in this version, you can make it plant-forward. [GET THE RECIPE.](#)

Print and Digital Assets

CUSTOMIZABLE POSTERS

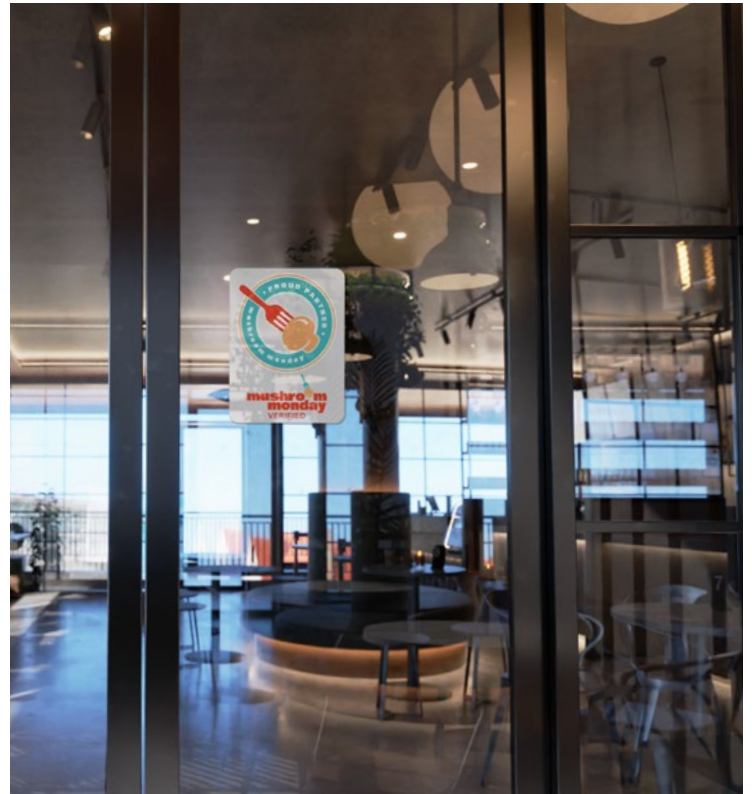
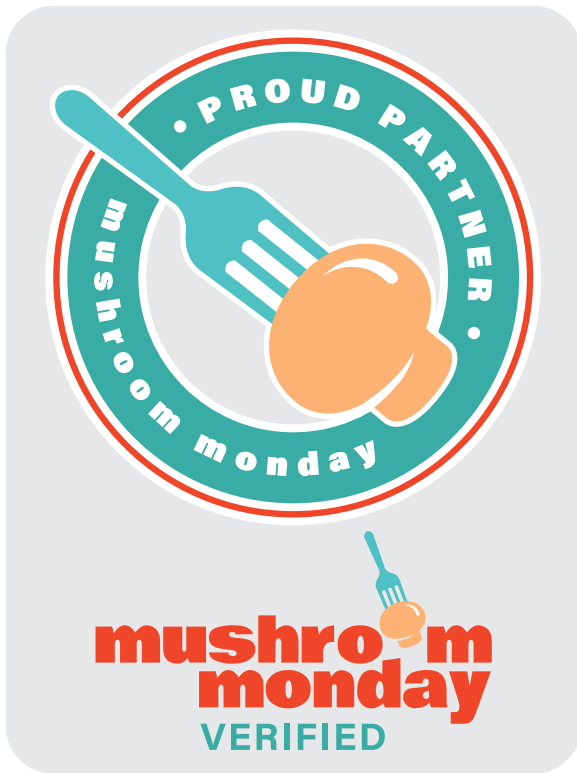
View Canva Files



Print and Digital Assets

TABLE TENT CARDS, WINDOW CLINGS & TO-GO CONTAINER STICKERS

Download Print-Ready Files



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SOCIAL MEDIA 101

FACEBOOK:

- **Tagging a Page/Person:** Start by typing the @ symbol followed by the person/page's name; a drop-down will appear allowing you to select the person/page. Once selected the text will change to **BOLD**, this is how you know you have tagged the page.
- When adding a link to Facebook, allow the thumbnail information to generate and then you can delete the link URL.

INSTAGRAM

- You **cannot** link to a URL in a post, BUT you can add links to your profile. Under settings, you can add a link on your profile page when encouraging your followers to go to a specific website.
- You can add links in your stories. Click the "Sticker" icon at the top and search 'Link.' Add a link to your Mushroom Monday menu item complete with a brief description and drool-worthy picture. You can also add a custom call-to-action.

LINKEDIN

- **Tagging a Page/Person:** Start by typing the @ symbol followed by the person/page's name; a drop-down will appear allowing you to select the person/page. Once selected the text will change to **BOLD**, this is how you know you have tagged the page.
- When adding a link to LinkedIn, the thumbnail will generate automatically.

HANDLES & HASHTAGS

Tag the Mushroom Council whenever possible.

Facebook: @MushroomCouncil
Instagram: @MushroomCouncil
LinkedIn: @Mushroom-Council

Hashtags to get you noticed

#MushroomMonday
#MushroomsMakeMealsBetter
#Mushroomsaretheanswer
#Mushrooms







SOCIAL MEDIA Copy & Paste Content



Use our Canva templates to promote your Mushroom Monday dish. Simply make a copy to your Canva account, upload your photos and download the graphic — **it's that easy!**

- [Access the Canva Posts Templates](#)
- [Access the Canva Stories Templates](#)

SOCIAL MEDIA CAPTIONS CONTENT	SAMPLE GRAPHIC
<p>#MushroomMonday is a day each week we can gather around the plate to enjoy one of the most delicious, nutritious, and Earth-friendly foods: mushrooms.</p> <p>Stop by this Monday to try our {INSERT MM Feature}</p>	
<p>Mushroom Monday starts on [insert date]! We are set to delight and inspire you with our mushroom-centric menu items, including [list menu items]. #MushroomMonday</p>	
<p>We love crafting dishes with fresh mushrooms – their hearty taste and satisfying texture elevate every dish, every time. [INSERT DINING HALL NAME] invites everyone to join us in celebration of #MushroomMonday – a perfect weekly meetup with extraordinary flavor.</p> <p>Try our Mushroom Monday [INSERT DISH] Menu feature!</p>	
<p>Supporting locally grown food is an important part of our sustainability efforts.</p> <p>At [INSERT DINING HALL NAME], we aim to support local farms whenever possible, including mushrooms growers. Did you know mushrooms are one of the most sustainably-produced foods in the United States?</p> <p>Join us as we celebrate the humble mushroom this #MushroomMonday.</p>	

SOCIAL MEDIA CAPTIONS CONTENT

SAMPLE GRAPHIC

Whatcha up to this Mushroom Monday?! Drop by and say hello to our [INSERT DISH] - every bite is umami magic!

What's your favorite mushroom dish? Share your fungi faves below and let's turn Monday into a fungi celebration! #MushroomMonday



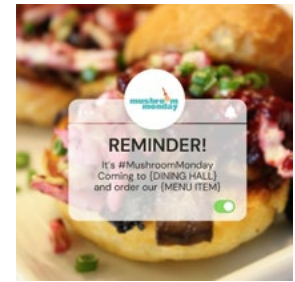
'Shrooming into the week like a fungi on Mushroom Monday!

Unleashing the magic of mushrooms with our #MushroomMonday featured recipe [INSERT DISH]. Drop in for lunch or dinner to try this special before it's gone!



Join us for #MushroomMonday!

Our chef's special mushroom dishes are the perfect remedy for those Monday blues. Tag a friend who loves fungi feasts! Let's turn this Monday into a mushroom celebration together!



Portabella or Crimini? Tell us your favorite and let's settle this delicious debate! #MushroomMadness #MushroomMonday



Enjoy #MushroomMonday with sustainability in mind!

Mushrooms are considered one of the most sustainably produced foods in the United States. Here's why:

- > One million pounds of mushrooms per one acre of land
- > Requires only 1.8 gallons of water
- > Uses 1.0 kilowatt hours of energy and generates 0.7 pounds of CO₂ equivalent emissions

But what does it all mean? Nutrient-rich mushrooms deliver stellar sustainable nutrition and can help spare natural resources and reduce your environmental impact.



CREATING YOUR SOCIAL MEDIA CAPTIONS with AI Copywriting

Creating fun and engaging social media captions with AI Copywriting involves a mix of creativity, understanding your audience, and tailoring the captions to the specific platform you're using.

Here's a quick step-by-step guide to help you use AI Copywriting for crafting captivating social media captions:

Define the Theme and Tone:

- Start by deciding on the theme and tone of your captions. Is it a casual, humorous, or informative tone?

Generate Ideas with Prompts:

- Use prompts to guide the AI Copywriter. For example:
 - "Create a fun caption for a picture of a delicious burger in honor of Mushroom Monday."
 - "Craft a witty caption for a Mushroom Pasta that will make people crave it. Include #MushroomMonday"

Incorporate Descriptive Language:

- Request the AI Copywriter include descriptive language in your captions. Encourage the use of sensory words that evoke taste, texture, and aroma to make the captions more immersive.
 - "Create a fun and engaging social media caption for mushroom soup. Use sensory words that talk to the creaminess and umami of mushrooms."

Include Engagement Prompts:

- Ask the AI Copywriter to suggest **engagement prompts** that encourages interaction with your post.
 - "Create a social media caption for a delicious mushroom burger. Include a prompt that will spark a debate about which mushrooms make the best burgers."

Inject Humor or Puns:

- If appropriate for your brand or style, ask the AI Copywriter to infuse humor, puns, or clever wordplay into your captions. Playful language often resonates well with audiences.

Edit and Refine:

- After receiving suggestions from the AI Copywriter, take the time to edit and refine the captions. Ensure they align with your brand voice, are concise, and have a positive, engaging vibe.

Example of a generated caption:

- "It's #MushroomMonday, and we're celebrating with a burger that's NO fungi to mess with! This juicy portabella is grilled to perfection, then piled high with all the fixings. But the real question is: Which mushroom reigns supreme on a burger? Let the #MushroomDebate commence in the comments!

Download FREE food presets

<https://tinyurl.com/2sc326v7>

Remember to adapt the steps based on your specific needs and brand personality. Experiment with different prompts and styles until you find the perfect balance for creating captivating food captions for your social media posts.

IN-HOUSE photography tips

EQUIPMENT NEEDED



Smartphone/device
with camera



Tripod
(optional)



Lightroom
for mobile +
food presets



Window for
natural light



textured table
or surface

SETUP

1.

WINDOW



TABLE/SURFACE

Setup your surface close to your window (avoid direct sunlight, this can make it hard to expose the scene properly).

2.



Have your chef prepare and style your featured Mushroom Monday dish

3.

WINDOW

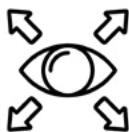


STAND
HERE

STAND
HERE

Place the dish on your surface so the light is coming from the side. The light should be on your left or right side.

5.



Play with different angles, including 45° and overhead. Be sure to leave space around the dish so the entire plate fits in the frame.

4.



Open the camera app on your device. Use "portrait mode" if available. This will create a nice blurred background (depth of field).



Scan to download Lightroom
For iOS and Android



Download FREE food presets

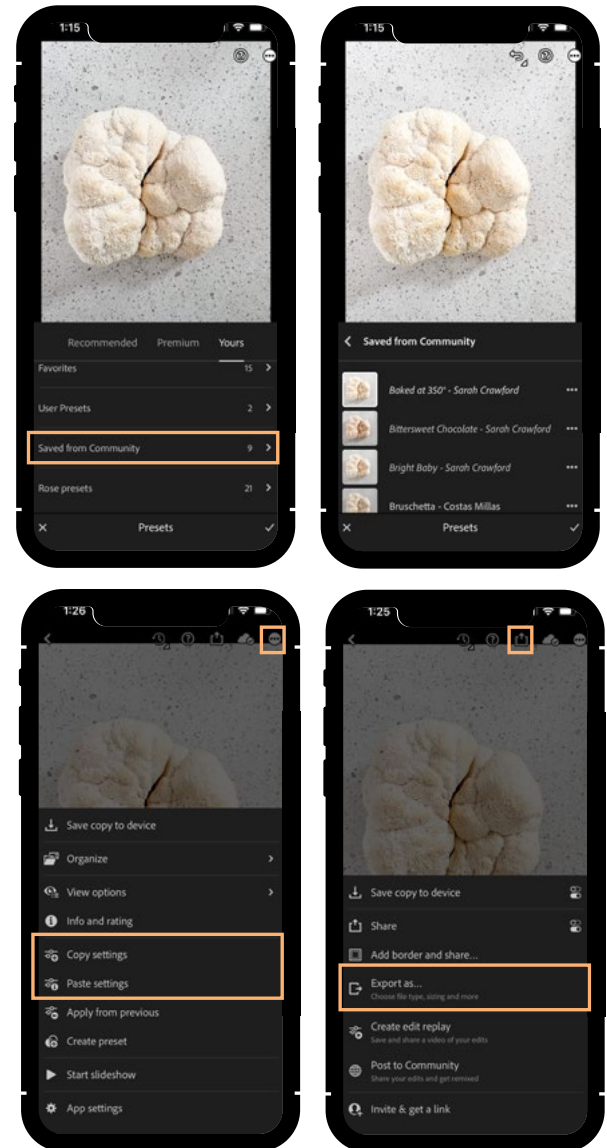
<https://tinyurl.com/2sc326v7>

IN-HOUSE photography tips

EDITING

If you would like to take your photos to the next level, follow these editing tips. If you haven't loaded the FREE food presets into Lightroom, do that now by scanning the QR code below.

1. Open Lightroom on your device.
2. Import your images into Lightroom by tapping the blue photo button with the plus icon in the bottom right corner.
3. Tap 'Device'. Select all the images you want to import and tap 'Add'.
4. Select the first image you would like to edit.
5. From the bottom tool bar, tap 'presets' (two overlapping circles).
6. Tap 'saved from community'. From here you will see the presets that you saved from the link below. Select the one you like best.
7. You can make additional edits, such as; brightness, contrast, temperature, and more, by choosing "edit" (three lines with sliders) from the bottom toolbar; however, LESS IS MORE.
8. Tap the three dots in the right hand corner. Tap 'copy settings'. Return to the image library by tapping the left hand arrow. Select remaining photos and 'paste' settings.
9. Export as a jpg.



Download FREE food presets

<https://tinyurl.com/2sc326v7>

Template Press Release

Use the following template press release as a foundation to earn media coverage for your participation in Mushroom Monday.

The press release could focus on:

- Special events you are coordinating to kick off and celebrate Mushroom Monday
- Any menu features, specials or promotions you are holding for Mushroom Monday

We encourage you to edit and share with local restaurant/food media – from traditional media to local social influencers – as well as local TV news stations that feature in studio cooking segments.

For additional media outreach inspiration, please contact the Mushroom Council's PR team at **edavis@curiousplot.agency** or **612.202.9407**

[RESTAURANT NAME] CELEBRATES MUSHROOM MONDAY WITH [INSERT DESCRIPTOR]

[CITY/STATE] [DATE] – Taco Tuesday has a new neighbor. Introducing “Mushroom Monday” at [Restaurant Name].

Every Monday beginning [insert date], [Restaurant Name] is set to delight and inspire its patrons with “Mushroom Monday,” featuring new specials on its popular mushroom-centric dishes, including [list menu items].

It's part of a movement underway in which restaurants nationwide ranging from fast food to fine dining are setting aside a special day each week to celebrate the mysterious and delicious mushroom.

[Insert descriptors of feature dishe(s) and/or descriptor of Mushroom Monday promo etc.].

Why mushrooms? Not only are they among the trendiest foods nationwide, they are nutritious and the most sustainably produced food. Plus, with distinct umami packed varieties ranging from button to shiitake to lion's mane, they are among the most flavorful and versatile ingredients in the kitchen.

“We love crafting dishes with fresh mushrooms – their hearty taste and satisfying texture elevate every dish every time,” said [name, title, restaurant]. “We invite everyone to join us in celebration of Mushroom Monday – a perfect weekly meetup with extraordinary flavor.”

[insert addition restaurant information about the chef and restaurant, including its website and social handles].

#

Photography: [include links to images of your Mushroom Monday dishes]

Contact: [insert name, email and phone of appropriate media contact]