

As Grills Fire Up, Promote Fresh Mushrooms to Entice Healthy Shoppers

Attract healthy shoppers this grilling season with focused in-store promotions that emphasize the benefits of mushrooms as a nutritious complement to summer meals or a weight-friendly meat alternative.

This marketing approach promises to be a winner. Findings from the latest [annual health and wellness study](#) from ACNielsen and the Natural Marketing Institute showed that healthier Americans are hefty spenders. In fact, they:

- Log more shopping trips per household each year
- Shop online more often than less wellness-oriented groups
- Spend more annually
- Tend to buy more on promotion

And what do consumers consider healthy? According to the study, consumers showed favor in minimally processed foods; less of the “bad stuff” such as trans fats or MSG and more of the “good stuff,” such as vitamin D, omega 3s, fiber, antioxidants and heart-healthy ingredients. Mushrooms are also a clear winner in weight management – preliminary research suggests increasing intake of low-energy density-foods (meaning few calories given the volume of food), specifically mushrooms, in place of high-energy-density foods, like lean ground beef, can be an effective method for reducing daily energy and fat intake while still feeling full and satiated after the meal.

Appeal to Americans’ love for the grill with promotions celebrating summer grilling cookouts around the Fourth of July and Labor Day weekends. Encourage shoppers to incorporate mushrooms to add flavor, nutrition and flair to backyard meals.

Furthermore, including recipes alongside mushroom displays will provide new ways for consumers to think about cooking with mushrooms. In fact, the recipe below is a great grilling dish for any occasion. It’s easy and economical.

[Quick & Easy Barbecue Pork and Mushrooms](#)

Recipe courtesy of the Mushroom Council and mushroominfo.com

Preparation Time: 5 minutes

Cooking Time: 45 minutes

Rest Time: 15 minutes

Serves: 4

Average cost per serving: \$2.90

- 1 whole pork tenderloin, trimmed (about 1 pound)
- 1 tablespoon barbecue sauce, honey-smoked
- 2 Portabella mushroom caps, sliced into 1/4 inch strips
- 1 tablespoon olive oil
- 1 tablespoon grill seasoning, mesquite

Pre-heat grill to 350°. Place pork on a large sheet of aluminum foil. Rub the barbecue sauce on the pork. Spread the mushroom strips around the pork and drizzle oil over the pork and mushrooms. Sprinkle the grill seasoning over the mushrooms.

Fold the sides and ends of the foil up and crimp to seal. Place pork packet on the grill, close cover. Let the pork cook 45 minutes, remove from the grill and let rest 15 minutes. Carefully unwrap the foil and remove the pork.

Cut into 4 sections. With 2 forks, shred the pork. Mix the shredded pork with some of the remaining juices from the foil to moisten.

Top with the mushrooms and serve.