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*

<table>
<thead>
<tr>
<th>PRODUCE</th>
<th>MEAT</th>
<th>DELI</th>
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<tbody>
<tr>
<td>A 60% sales increase of fresh mushrooms in the produce department.</td>
<td>Nearly a 12% increase of hamburger patty sales. Blended burgers represented over 8% of all patties sold.</td>
<td>A 10% increase in meatloaf lunch and dinner sales after switching over to Blend meatloaf.</td>
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*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.”