



Mushroom Demo Guide

With so many different varieties of mushrooms available in the supermarket, it's difficult for shoppers to remember the best ways to choose and prepare them. Educate consumers on how to select, prep, clean and cook mushrooms by leading an in-store mushroom demo. To help you run a successful mushroom demo, we've included tips, best practices and talking points to share with shoppers.

How to Select:

- Purchase mushrooms that look plump and have a fresh appearance and smooth surface without major blemishes. The surface of the mushroom should be dry but not appear dried out.
- More mature mushrooms will be softer and slightly browned – these will have more flavor, but a shorter shelf life. Chop and cook these the day of purchase.
- Choose a package that has no visible moisture inside or outside.
- Mushrooms with a closed veil under the cap have a more delicate flavor, while mushrooms with an open veil and exposed gills have a richer flavor.

How to Store:

- For prolonged shelf life, store unwashed mushrooms in their original packaging or in a porous paper bag.
- Mushrooms may keep up to one week in the fridge.
- Fresh mushrooms should never be frozen, but sautéed mushrooms that are frozen will keep for up to one month. They are great to have on hand to toss into any meal like pastas, sandwiches, salads, etc.

How to Clean:

- To clean mushrooms right before use, use a soft cloth or brush to gently remove dirt or rinse them quickly under cool water and lightly pat dry. Be careful not to soak mushrooms, as they will absorb water, which can hinder the cooking process.

Key Mushroom Messages:

1. Fresh mushrooms can be added to everyday dishes to provide an extra serving of vegetables and deliver important nutrients including B vitamins, potassium (270mg), vitamin D and selenium (8mcg).
2. Mushrooms are hearty and filling. Studies have shown, when substituted for meat, mushrooms can improve nutrition, enhance weight loss and promote satiety.
3. Mushrooms are the only source of vitamin D in the produce aisle.

Demo Supplies:

- Large sauté pan
- Hot plate
- Spatula or mixing spoon
- Branded tablecloth
- Sliced mushrooms
- Vegetable oil
- Herbs/spices

How to Prepare:

- After cleaning mushrooms, remove the stems if desired or if they appear tough. To remove the stems of mushrooms, simply twist them loose or cut with a sharp knife.
- Mushrooms are easily sliced with a knife or with a slicing attachment in a food processor. One 12-ounce package will yield approximately four cups sliced mushrooms

How to Cook:

Sauté

Sautéing is an easy way to cook whole, sliced, chopped or halved mushrooms:

- Brush pan with oil or butter and heat on high.
- Add a single layer of mushrooms; don't stir, turn once when mushrooms become reddish-brown on one side.
- Flip and repeat until other side turns the same color; remove from heat and season to taste.

Grill or Broil

Grilling or broiling is preferable for larger-capped mushrooms, like portabellas and shiitakes.

- Lightly brush caps and stems with oil to keep them moist and season with salt and pepper.
- Grill or broil 4 to 6 inches from heat source for 4 to 6 minutes on each side, brushing once or twice.
- Try brushing with your favorite dressing, marinade, or sauce instead of oil.

Microwave

- Place eight ounces of thickly sliced mushrooms in a microwaveable bowl. Cover and cook on high for two to three minutes, stirring once.

Roast

- Preheat oven to 450 degrees.
- Brush mushrooms with oil and place on a shallow baking pan in oven, stirring occasionally until brown, about 20 minutes.
- Use about one tablespoon of oil for each eight ounces of mushrooms.

Simple Sautéed Mushrooms

What could be simpler than sautéed mushrooms? Not only is this sautéed mushroom recipe easy, it adds tons of flavor to any meal. Serve on top of chicken, beef or pork, add to pasta dishes, soups or salads, or simply serve it as a side.

Cook Time: 5 minutes

Ingredients:

- 1 tablespoon olive oil, vegetable oil, or butter
- ½ lb. sliced fresh mushrooms
- 1 teaspoon dried herbs (Italian, basil, rosemary, tarragon, or thyme)
- Pinch of salt (optional)

Directions:

1. Heat one tablespoon vegetable or olive oil or butter in a large skillet over medium-high heat. Sauté ½ lb. sliced mushrooms for 3-4 minutes or until starting to brown.
2. Add 1 teaspoon dried herbs and a pinch of salt (optional) and sauté for 1-2 minutes.

Tip:

It is important to use a large pan so the mushrooms are in a single layer and will brown rather than steam and release all their juices.



Variation:

Substitute fresh herbs using 2 tablespoons minced parsley or 1 tablespoon minced fresh herbs and 1 minced clove of garlic. Seasoning salt or salt free seasonings may be added to taste.

Nutritional Information (per recipe): Calories: 170, Total Fat: 15g, Carbohydrates: 7g, Sodium: 10g, Sugar: 4g, Protein: 7g, Vitamin C: 2%, Vitamin B1: 4%, Riboflavin: 25%, Niacin: 20%, Vitamin B6: 4%, Vitamin D: 4%, Folate: 6%, Calcium: 0%, Magnesium: 2%, Iron: 2%, Zinc: 4%, Selenium: 15%, Copper: 15%