



***Live.Balanced. and Plant-Forward***  
**In-store Solution Station:**  
**Make Once, Eat Twice Plant-Powered Beef Blend**

Consumers crave easy ways to add more plants to their plates. This in-store bunker concept features a plant-forward solution which shoppers can make once and use to create two or more of their favorite meals. It's exactly the type of convenient, healthy option today's shopper seeks when visiting your stores.

Create this solution station between the produce and meat departments to highlight that eating plant-forward is focused on celebrating plants but at the same time doesn't require giving up meat. Then watch your sales climb!

**Instructions:**

1. Use refrigerated endcap bunker near produce and meat department as display. Place in a highly visible location in the department.
2. In one side of the bunker, merchandise lean ground beef in 1-pound packages.
3. In the other side of the bunker, merchandise mushrooms and onions. Position BUSH'S® Black Beans, crushed tomatoes, corn and low sodium taco seasoning on top of the bunker.
4. Partner with product suppliers or brokers to secure promotional pricing on key items.
5. Follow all food safety operating procedures for displaying food items.
6. Print and post the bunker and/or iron man signs included in this resource kit. Use a clip to post recipe cards above the bunker.
7. Promote and communicate the bunker through various channels:
  - a. Promote the recipe and bunker in social media. Please note that the recipe card includes ideas for using the blend in family favorite meals.
  - b. Include a mention or picture of the bunker in your circular.
  - c. Educate in-store employees about the bunker with focus on encouraging shoppers to visit this display.
8. Have the bunker promotion for a minimum of two weeks.
9. Measure the effectiveness of the program by tracking the following:
  - a. Sales of each bunker item, compared to prior month, same time period of the prior year and for the two weeks following the promotion.
  - b. Number of likes, retweets, and comments in social media.
  - c. Feedback from in-store employees.

*Note to Retailers:* You can also create this in-store solution station using the Plant-Powered Black Bean and Chicken Recipe.

## Featured Recipe: Plant-Powered Black Bean and Beef Blend

**Preparation Time:** 20 minutes

### Blend Ingredients:

- 1 medium yellow onion
- 8 oz. crimini mushrooms
- 1-pound lean ground beef
- 1 TBSP olive oil
- 2 cans (15 oz.) BUSH'S® Black Beans, drained
- 1 package (1 oz.) taco seasoning mix, 25% less sodium
- 1 can (15 oz.) crushed tomatoes
- 1 can (11oz.) yellow kernel corn, drained



### Blend Directions:

1. Pulse onion and mushrooms in food processor until coarse texture. Set aside.
2. In large frying pan, brown ground beef. Drain fat. Set ground beef aside in separate bowl.
3. In same frying pan, heat oil. Add onions and mushrooms from food processor and sauté for 3-4 minutes or until most of the moisture has been released. Add the black beans and mix.
4. Add the cooked ground beef, taco seasoning, crushed tomatoes and corn to the black bean and mushroom blend. Mix and cook until heated through.
5. Blend yields approximately 8 cups. For your favorite recipes, use 4 cups Plant-Powered Black Bean and Beef Blend to replace one pound of ground beef.