The Top 10 Things Being Said About Mushrooms

1. Trending in Grocery

*CNN Business* said “Move over kale—Mushrooms are the new grocery aisle celebrities” (*CNN Business* Feb, 20, 2020)

2. Trending in Foodservice

It’s “the year of the mushroom” according to *NRA What’s Hot 2020 Culinary Forecast* with respondents ranking mushrooms the hottest produce item in 2020.

3. Consumer Demand

Mushrooms are one of the fastest-growing vegetables in the produce category over the last four weeks. During the week ending April 26, mushrooms were the second best sales mover with 45.9% growth over YA, just behind potatoes. (*IRI, April 26, 2020*)

4. Sustainability

Researchers have noted mushrooms are considered one of the most sustainably produced foods in the United States. (*SureHarvest, 2017*)

5. Versatility

“Mushrooms are the versatile superfood” according to *Food Network Magazine* which named mushrooms one of the “food trends we will be talking about in 2020.” (*December, 2019*)

6. Immune Support

Mushrooms have been identified as playing a positive role in supporting a healthy immune system. (*CNBC, April 3, 2020*)

7. Antioxidants

Crimini and portabella mushrooms are both excellent sources of the antioxidant Selenium, which helps the body make special proteins (antioxidant enzymes) that play a role in preventing cell damage. (*MedlinePlus, 2014*)

8. Plant-Based

Because of umami, mushrooms have always been the “meat” in “meatless”. As *Restaurant Business* said (*January, 2020*) in their 2020 Flavors To Watch edition “Mushrooms meaty flavor and juicy texture have made them favorite meat substitutes...”

9. Functional Foods

Mushrooms are recognized as a top functional food (*IFT/Food Technology* in their “Top 10 Functional Food Trends” edition, April, 2020).

10. The Sunshine Vitamin

Mushrooms exposed to UV light can be a source of vitamin D in many plant-based diets. (*Healthline, January 10, 2020*)

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The Top 10 Things Being Said About The Blend®

1. The Trend is To Blend


2. Tastes Great

In taste tests, The Blend® beat out a comparable 100% beef burger and a popular plant-based meat patty for flavor (*Brand IQ*, 2018).

3. Menu Strategy

As supply chain disruptions continue to impact your business, The Blend® can help add 30% or more volume to your burgers without sacrificing flavor. (*Brand IQ*, 2018)

4. Value

The Blend® may help reduce costs of ground meat products to either pass that value on or to increase margin.

5. A College Staple

83% of all colleges and universities in the US menu or want to menu The Blend® (*Datassential*, 2019).

6. Top Protein Trend

Specialty burger blends (mushroom-beef burgers, etc.) were named the top Protein trend and one of the top 10 trends of 2020 by NRA (*What's Hot 2020 Culinary Forecast*).

7. Purchase Intent

Purchase Intent actually increased when consumers were told that their burgers featured almost 1/3 mushrooms (*Brand IQ*, 2018).

8. Blended Burger Project®

Thousands of chefs have joined the James Beard Foundation's Blended Burger Project® while consumers compete in the *Bon Appetit* Blended Burger Project®.

9. The Meat Industry Agrees

78% of consumers want to integrate The Blend® into their dining line-up (*North American Meat Institute, The Power of Meat*, 2019).

10. Performance Nutrition

The Blend® is becoming popular on professional and collegiate athletic training tables. The Blended Burger creates a true power sandwich since it offers less of the things that slow you down and more of the nutrients that are ideal for a sports performance diet.

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