



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)





The Top 10 Things Being Said About The Blend®

1. The Trend is To Blend

Whole Foods named The Meat-Mushroom Blend® their top 5 trends of the year (*Whole Foods, Forbes, Fast Company, 2020*).

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.

