The Top 10

What’s Being Said About Mushrooms and The Blend ®:
First Some Facts from Global Plant Forward

• 32% of operators are now promoting healthy items (Datassential)
• Most Americans are omnivores, but 63% follow a diet that cuts back on meat (Mintel)
• 54% consumers prefer whole plant-based proteins, and 61% millennials prefer those over processed meat substitutes. (Mintel)
• Chef Rich Landau provided a great Mushroom BLT recipe. Try it.
Mushrooms: The Top 10
1. Trending With Consumers

CNN Business said, Move Over Kale—Mushrooms are the new grocery aisle celebrities.
2. Trending In Foodservice

“It’s the year of the mushroom”, with mushrooms ranked as the hottest produce item in 2020

NRA/ACF: What’s Hot 2020 Culinary Forecast
Mushrooms are one of the fastest-growing vegetables in the produce department. For the last 5 weeks, mushrooms were second only to potatoes in growth. Note: Overall produce was up 16% w/o May 17.
4. Sustainability

Mushrooms can be considered one of the most sustainably-produced foods in the United States.
5. Versatility

“Mushrooms are the versatile superfood and are one of the “food trends” we will be talking about 2020.”

Food Network Magazine: December, 2019
Because of umami, mushrooms have always been the ‘meat in meatless’.

“Mushrooms meaty flavor and juicy texture have made them favorite meat substitutes...”

Restaurant Business Magazine: 2020 Flavors To Watch, January, 2020
7. Immune Support

“Mushrooms have been identified as playing a positive role in supporting a healthy immune system”
8. Antioxidants

“Crimini and portabellla mushrooms are both excellent sources of the antioxidant Selenium, which helps the body make special proteins that play a role in preventing cell damage.”

Newsweek, Food As Medicine, June 1, 2020
9. Functional Food

Mushrooms are recognized as a top functional food.
Mushrooms are the only produce item that has naturally-occurring Vitamin D.

“Mushrooms exposed to UV light can be a source of Vitamin D in many plant-based diets.”

Healthline: January 10 2020
The Blend ®: A Top 10
1. The Trend is to Blend

*Whole Foods* named The Meat-Mushroom Blend ® one of their top 10 trends of the year.

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**Forbes**

10 Food Trends To Look For In 2020, According To Whole Foods

Whole Foods, 2020
In taste tests, The Blend ® beat out a comparable 100% beef burger and a popular plant-based meat patty for taste, eating experience, flavor experience and savory flavor.

Brand IQ, 2018
3. The Right Menu Strategy for the Right Time

As supply chain disruptions continue, The Blend® can help add 30% or more volume to your ground meat products without sacrificing flavor.
4. Value

The Blend® can help reduce costs of ground meat products—to either pass that value on to consumers or to increase margin.
A College Standard

83% of all colleges and universities in the U.S. (nearly 4,500) menu or want to menu The Blend ®

65% say they will use more in the next 2 years with 0% say they are using less

Datassential, 2019
“Specialty burger blends (mushroom-beef burgers, etc)” were named the top Protein trend and one of the top 10 trends of 2020 by NRA.
7. Purchase Intent

Purchase intent actually increased when consumers were told that their burgers featured almost 1/3 mushrooms.

Brand IQ, 2018
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, 2019
The Blend ® is becoming more popular on professional and collegiate athletic training tables as The Blended Burger is a true power burger....

...that offers less of the things that slow athletes down and more of the nutrients that keep athletes at their best.
Thank You