



# Q2 2021

## Mushroom Marketing Activities

FLM Harvest





# Q2 Marketing Activities

## Calendars

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Q2 Content Themes

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Q2 Social Graphics

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## Campaigns

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May-June: Blended Burger Contest

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# Q2 Marketing Activities

	APRIL	MAY	JUNE
Social Campaigns		<b>Food Network: Blended Burger Contest</b>	
Holidays	Earth Month Garden Month  4/1: April Fool's Day 4/4: Easter 4/16: Day of the Mushroom 4/22: Earth Day	Burger Month Beef Month Barbecue Month Salad Month 5/5: Cinco De Mayo 5/9: Mother's Day 5/16: Barbecue Day 5/28: Int'l Burger Day 5/31: Memorial Day	Fruit & Vegetables Month Camping Month Dairy Month 6/18: Picnic Day 6/20: Father's Day
Themes	How to Cook More Sustainably	Blended Burgers + <b>Contest</b>	Summer Recipes + <b>Contest</b>



# Updated Sustainability Assets Available

*Evergreen pieces to be shared year-round.*

## Sustainability Web Pages:

- [Mushroom Sustainability Story](#) (new look!)
- [Mushroom Life Cycle Assessment](#) (new!)
- [The Blend Sustainability](#) (new!)

## Refreshed Graphics:

- [Sustainability Infographic \(pdf + jpeg\)](#)
- [Sustainability Social Graphics](#)

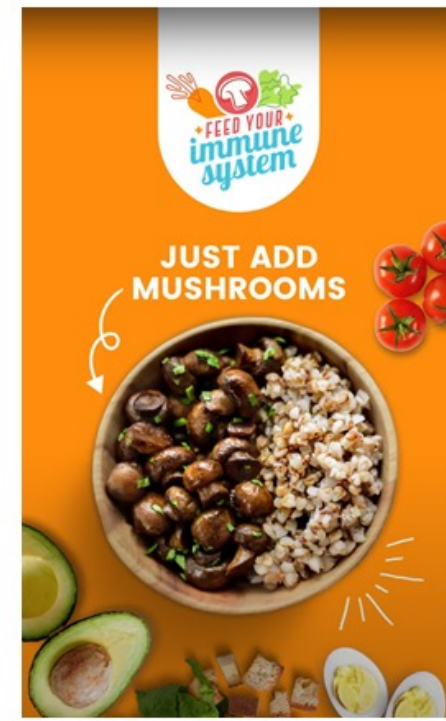
## Study Assets:

- [Sustainability Study](#)
- [Sustainability Report FAQ](#)
- [The International Journal of Life Cycle Assessment Study](#)





# Reminder: Feed Your Immune System Ongoing



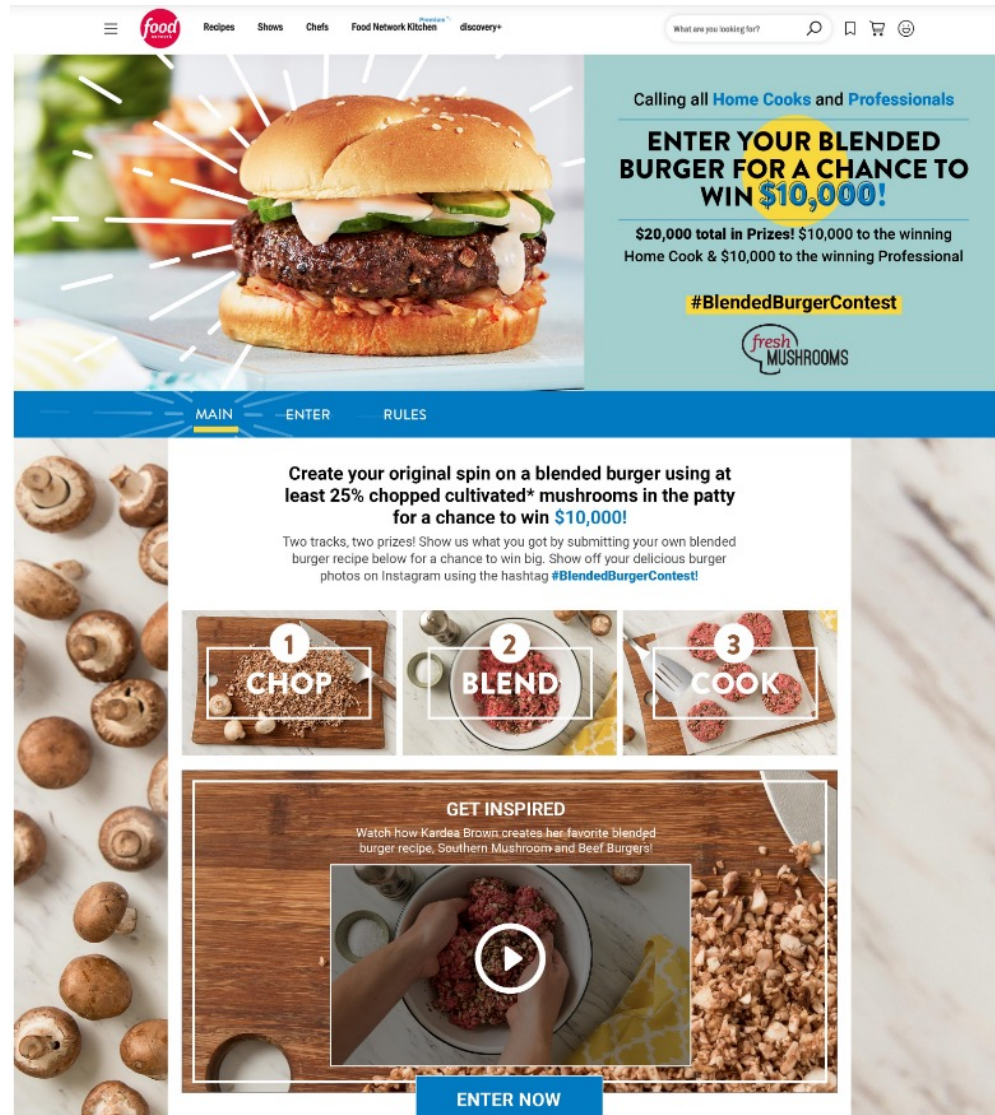


# May: Blended Burger Project 2021





# FN x MC: Blended Burger Contest



**Contest Kicks Off May 3, 2021**

## Contest Landing Page

- Contest dates: May 3 – June 25, 2021
- Hosted on **FoodNetwork.com/blendedburgercontest**
- Participants enter via the form on website
- **NEW:** Home Cook + Professional Tracks
- \$10k for each winner



# FN x MC: Kardea Brown Video



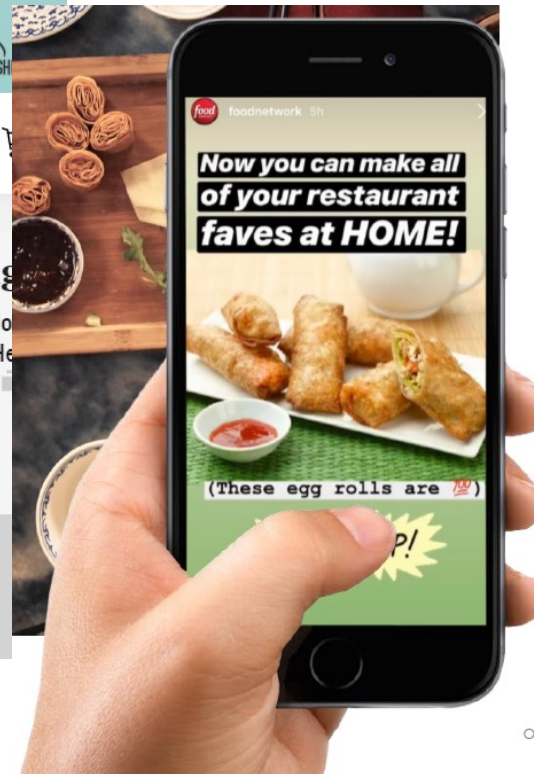
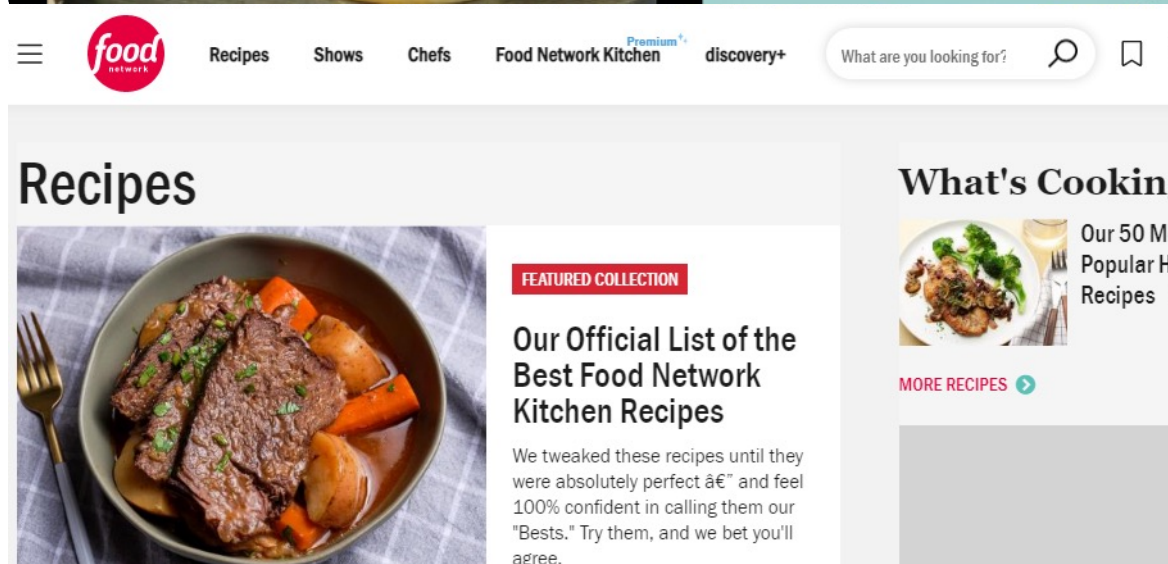
## Kardea Brown Blended Burger Video (live 5/3)

- Blended burger recipe developed by Kardea
- Encouragement to enter the Blended Burger Contest
- Shared on:
  - FN landing page
  - FN Facebook & Instagram
  - Kardea's Instagram handle (5/20)





# FN x MC: Digital Ads



## High Impact Flex Ad (live 5/3)

- Top of page on FN.com
- Will include Kardea's recipe video
- Encourages clicks to contest page

## Instagram Story Ad (live 5/3)

- Instagram Story Ad to run on Food Network's IG handle
- Will include footage from Kardea's recipe video
- Will drive to the contest with a swipe up link to the entry page



# FN x MC: Blended Burger Centerfold

**\$10,000  
Recipe  
Contest**

**The  
Blended Burger  
Recipe Contest**

Make the best meat-mushroom burger  
and you could win \$10,000!

PHOTO: MICHAEL GOODMAN/ISTOCKPHOTO.COM

**WHY  
BLEND?**

Plant-based eating is on the rise, but that doesn't mean everyone wants to stop eating meat—in fact, 90 percent of people who eat meat alternatives aren't vegetarian or vegan! Blending is a great middle ground: Mix part ground meat and part finely diced mushrooms so you get extra veggies on your plate but you don't lose out on all that meaty flavor. Find more ways to blend in this pull-out booklet.

**How to Make a Blended Burger**

**Prep your mushrooms**

Finely chop 8 ounces mushrooms (about 1 1/2 cups) with a chef's knife or in a food processor. Cook in vegetable oil in a large nonstick skillet over medium-high heat, stirring, until lightly browned, about 4 minutes; season with salt and pepper. Transfer to a large bowl; let cool.

**Blend with meat**

Add 1 1/2 pounds ground meat to the cooled mushrooms and gently mix until combined. Form into six 4-inch thick (about 1/4 inch thick) and season both sides with salt and pepper.

**Cook the patties**

Heat 1 tablespoon vegetable oil in a large skillet over medium-high heat. Working in batches, cook the patties for 1 1/2 minutes per side for medium doneness. Serve on buns with your favorite toppings.

**Unami All Around**

Mushrooms are rich in unami—they have a deep, savory flavor that's almost meaty. And unlike other plant-based proteins, mushrooms are unami-rich. That's why mushrooms are more pronounced in cooked mushrooms than in raw ones.

**Enter the Contest!**

1 Use the tips on this page as a guide and create your own blended burger. (We suggest a ratio of 25 percent mushrooms and 75 percent meat.)

2 Go to [foodnetwork.com/blendedburgercontest](http://foodnetwork.com/blendedburgercontest) between May 3 and June 25 and enter your recipe and photo for a chance to win \$10,000!

Open to legal residents of the U.S. (except D.C., age 21+). Void where prohibited. Contest ends at 11:59 p.m. ET on June 25, 2021. For details, visit [www.foodnetwork.com/blendedburgercontest](http://www.foodnetwork.com/blendedburgercontest). Sponsored by Discovery Channel and McCormick & Co., LLC. © 2021 McCormick & Co., LLC. All rights reserved.

IN PARTNERSHIP WITH **fresh MUSHROOMS**

June Issue (on sale 5/18)

- Centerfold spread
- “Secret Ingredient” blend recipe booklet





# FN x MC: “Secret Ingredient” Booklet

food  
network  
magazine

SECRET  
INGREDIENT:

# Mushrooms

These trendy veggies make your favorite meaty dishes even better.

IN PARTNERSHIP WITH  
fresh  
MUSHROOMS

PHOTOS: MIKE GARTEN/FOOD STYLING: CHRISTIE ALBA/NO  
PROP STYLING: CHRISTIANE LEE

[illegible]

## KARDEA BROWN'S SOUTHERN MUSHROOM-BEEF BURGERS

ACTIVE: 45 min | TOTAL: 45 min | SERVES: 6

### FOR THE PIMIENTO CHEESE

- 8 ounces extra-sharp yellow cheddar cheese, shredded
- 4 ounces white cheddar cheese (preferably Vermont cheddar), shredded
- 8 ounces cream cheese, softened
- 5 ounces diced pimientos, drained and liquid reserved
- 3 tablespoons mayonnaise
- 1 tablespoon finely chopped fresh chives
- 1 teaspoon garlic powder
- ½ teaspoon cayenne pepper
- ½ teaspoon smoked paprika
- Kosher salt and freshly ground black pepper

### FOR THE PATTIES

- 2¼ pounds 80/20 Angus beef
- 12 ounces baby bella mushrooms, finely chopped
- 2 tablespoons Worcestershire sauce
- 1 tablespoon onion powder
- 1 tablespoon smoked paprika
- 1 tablespoon garlic powder
- Kosher salt and freshly ground black pepper
- 6 potato buns, split
- Melted butter, for brushing

### FOR THE SAUCE AND TOPPINGS

- ½ cup mayonnaise
- ½ cup beef sauce (smoky sausage work best)
- Lettuce, sliced beefsteak tomatoes, sliced red onions and bread-and-butter pickles, for serving

1. Make the pimiento cheese: In a bowl, mix cheddar, the cream cheese, pimientos, mayonnaise, chives, garlic powder, cayenne and paprika. Season with salt and black pepper. Add the reserved pimiento liquid to loosen slightly. Cover and refrigerate until ready to serve.
2. Make the patties: In a bowl, combine the beef, mushrooms, Worcestershire sauce, onion powder, paprika, garlic powder, ½ tablespoon salt and 1 tablespoon black

**“Mushrooms have a natural umami flavor and a meaty texture, so they blend well with ground beef. I love the combination!”**

- pepper. Form into 6 extra-large patties, about 8 ounces each. Put a little indentation in the center of each patty.
3. Preheat a grill pan to medium-high heat. Grill the patties for 4 minutes on each side, or until the internal temperature reaches 150° to 155° (I like my burger medium well). While the burgers sizzle with a large dollop of the pimiento cheese during the last 1 to 2 minutes of cooking. If you like your patties more on the rare side, take them off the grill when the internal temperature reaches 140°. Remove the patties and cover with foil for about 5 minutes. While the burgers rest, slather the buns with melted butter and place them on the grill for about a minute (keep an eye on them to avoid burning).
4. Make the sauce: Mix the mayonnaise and barbecue sauce in a small bowl. To assemble the burgers, spread the barbecue mayonnaise on the bottom buns. Top with the lettuce and tomato. Add the burgers, red onions and pickles. Place the bun tops on the burgers.

FOOD NETWORK MAGAZINE • JUNE 2021

IN PARTNERSHIP WITH

**THE MUSHROOM**

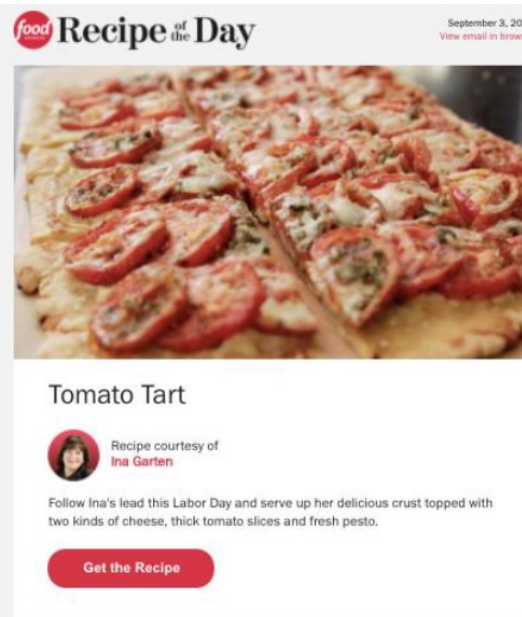




# FN x MC: Newsletter Inclusion



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## More Must-Reads



## Sweepstakes Newsletter (distributed 5/22)

- Weekly newsletter for Discovery (Food Network parent company) sweepstakes

## Recipe of the Day Newsletter (distributed 5/30)

- Ad unit will appear within the editorial newsletter
- Content slot to promote custom content on the site (contest) in the same newsletter.





# FN x MC: Broadcast Advertising



Sample Commercial

## Broadcast Ad

- :15 second ad promoting mushrooms/The Blend + contest
- Air dates during contest
- Mix of programming times



# FN x MC: Future Elements

## Print

- July/August Issue (on sale 6/12)
  - Contest Ad
- September Issue (on sale 8/3)
  - Kardea Mushroom Recipe
- November Issue (on sale early Oct)
  - Winning Blended Burgers

## Social

- IG Story
  - Winner Announcement





# FN x MC: Assets & How To Engage

**MC Promotions will consist of a mix of consumer and chef targeted materials.**

- Social Media Posts
- Promotional Graphics
- Digital Banner Ads
- Trade Release

**All materials will be available to download and use in the Google Drive folder.**







**Looking  
forward to  
supporting  
your  
marketing  
efforts!**

