



# 2023

## THE BLEND™ CAMPAIGN





# AGENDA

2023 CAMPAIGNS

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WHY ALLRECIPES

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“MIX IT UP WITH MUSHROOMS”

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HOW CAN YOU TAKE PART



# 2023 Consumer Marketing Campaigns



**Q1** Feed Your  
Immune System



**Q2-Q4** Allrecipes  
The Blend

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
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**Q2** Sustainability/  
Earth Month



**Q3** National  
Mushroom  
Month



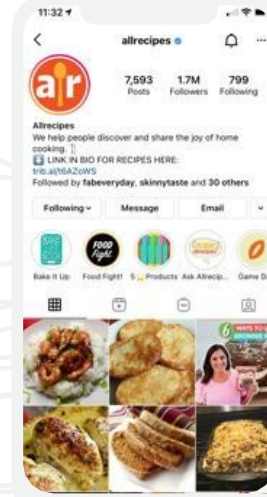
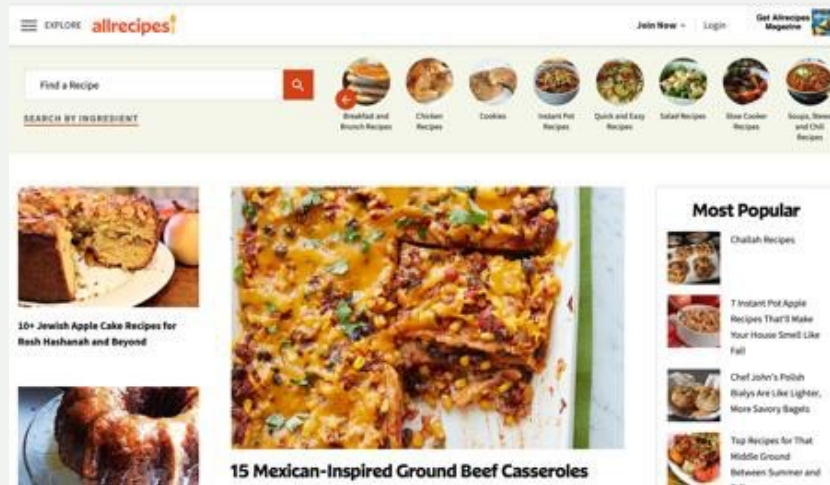
**Q4** Feed Your  
Immune  
System





# Meet Allrecipes

- Online at Allrecipes.com
  - 60 MILLION UNIQUE VISITORS/YEAR
  - 7.7 MILLION SOCIAL MEDIA AUDIENCE
- Allrecipes Magazine
  - 9.5MM MONTHLY READERS





# Why Allrecipes?

- **#1** recipe website in America
- User-generated content model inspires home cooks to create, share, **make**, rate, review recipes
- Audience is hungry for new recipes, **cooking techniques**, food ideas and products
- Recipes are approachable and doable for **everyday meals**
- **Mushrooms are a trending ingredient** within the Allrecipes community
- 58% of Allrecipes readers do not consume Food Network, a **new audience for Mushroom Council**

**ALLRECIPES  
CONSUMERS  
SHOP WITHIN  
2 DAYS OF  
THEIR RECIPE  
SEARCH**

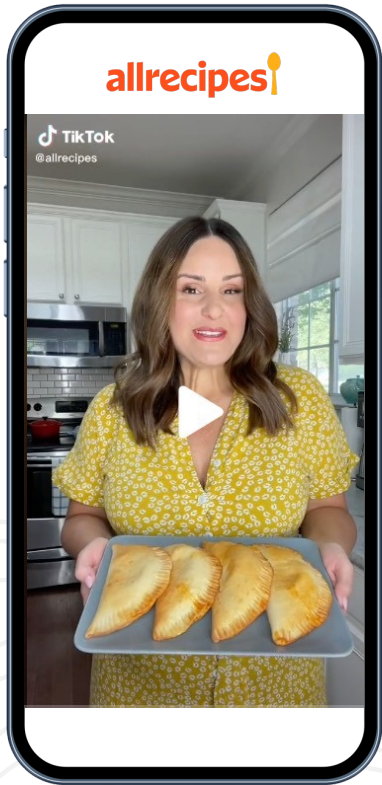






# A unique network of brand talent

Allrecipes has a proprietary select group within its community of food and brand enthusiasts—the Allrecipes Allstars.



Allstars consistently cook, rate, post, and upload recipes



Editors utilize content from Allstars



Allstars can be leveraged as authentic voices for brands



# The Blend™

May – Oct 2023



## Objective:

Increase awareness and trial of The Blend™ among mainstream consumer audiences in partnership with large media partner.

- NEW Allrecipes Partnership
  - Engagement with 75 “Allstars” – Allrecipes’ top influencers
  - First-of-its-Kind Allstars Recipe Contest
    - 5 blended recipes – burgers and more - will compete for \$5,000 May 1 – July 14.
  - Allrecipes editorial content educating about The Blend online and in Allrecipes Magazine.
  - Social and Digital Advertising conducted by Mushroom Council and Allrecipes





# The Blend™ x allrecipes!



**May 1**

- Recipes and Contest Go Live on Allrecipes.com
- Allrecipes Social Promotion Begins (runs through July 7)
- Digital Ads Begin on Allrecipes and other food sites including Food and Wine, EatingWell, Serious Eats and more (runs through Dec 31)



**May 10**

Allrecipes Email Blast Announcing Contest and Driving Traffic to Blended Recipes



**June 16**

- Summer Issue of Allrecipes Magazine with Editorial Announcement of All Star Recipes and Contest
- Mushroom Council Ad Adjacent



**July 14**

Contest Voting Concludes



**July 14 – 28**

Allrecipes All Star Winner Selection and Final Recipe Testing



**August 18**

- Fall Issue of Allrecipes Magazine with Editorial about Mushrooms and Mushroom Month (September)
  - Mushroom Council Ad Adjacent
- Allrecipes “Fall Recipes” Special Edition with Mushroom Council Ad



**October 20**

- Holiday Issue of Allrecipes Magazine with Editorial announcing Winning All Star
  - Mushroom Council Ad Adjacent
- Allrecipes “Make It Merry” Special Edition with Mushroom Council Ad with special distribution at select Kroger stores
- Instagram Announcement of Winning All Star and Recipe



**October 31**

Conclusion of Digital Ad Campaign

# “Mix It Up With Mushrooms” Allstar Recipes

**Asian-Inspired Mushroom Pork Sloppy Joe**  
Ashley Schuering

**Bang Bang Burger**  
France Cevallos

**Beef and Mushroom Dumplings**  
Jessica Vogl

**Weeknight Wellington**  
Sarah Stone

**Mushroom Shells**  
Stacey Freeman

ADVERTISEMENT

*first-ever*  
**ALLSTAR CONTEST**

## chop. blend. cook. vote!

Get cooking at home with five Allrecipes Allstars. Try **ALL** of their original **blended mushroom + meat** recipes and vote for your favorites at

**[Allrecipes.com/tkttktktktktktktk](https://www.allrecipes.com/tkttktktktktktktk)**

We'll reveal the winning “Mix It Up With Mushrooms” recipe in our Holiday issue!



**RECIPE TITLE HERE**  
*by Allstar Name Here*



 Blends white button mushrooms + chicken



**RECIPE TITLE HERE**  
*by Allstar Name Here*



 Blends shiitake mushrooms + pork



**RECIPE TITLE HERE**  
*by Allstar Name Here*



 Blends portabella mushrooms + beef



**RECIPE TITLE HERE**  
*by Allstar Name Here*



 Blends crimini mushrooms + beef



**RECIPE TITLE HERE**  
*by Allstar Name Here*



 Blends white button mushrooms + beef



**Fresh mushrooms make meals more delicious, nutritious, and sustainable.** Mushrooms are low in sodium and rich in umami (the “fifth” taste), meaning enhanced flavor without the added salt. For more information, visit [mushroomcouncil.com/the-blend](https://mushroomcouncil.com/the-blend).



# “Mix It Up With Mushrooms” Materials

## **Social Media Collaborations**

Throughout the partnership, the Mushroom Council will be sharing blended recipes and videos on our social media pages, all showcasing why mushrooms add flavor, veggies and an earth-friendly ingredient to your meat dish. We'll also be inviting followers to vote for an Allstar's recipe on [Allrecipes.com](https://www.allrecipes.com)

## **Campaign Landing Page**

Beginning May 1, we will launch a custom landing webpage featuring more inspiration for blending, fresh blended recipes and links to the Allrecipes “Mix It Up with Mushrooms” contest page on [Allrecipes.com](https://www.allrecipes.com).

## **Digital Ads**

We also will launch all-new online ads to promote the competition and blending, all the while drawing visitors to our campaign page. Ads will run throughout the summer and into the fall.



# “Mix It Up With Mushrooms” Materials

## **Allrecipes Magazine Editorial and Ads for The Blend**

Three seasonal print ads for The Blend as well as promotion of the Allstar contest will be featured in Allrecipes Magazine in the summer, fall and holiday issues. The summer ad will promote the “Mix It Up with Mushrooms” contest, and fall and holiday issues will showcase The Blend recipes.

## **Media Outreach**

We’ll be reinforcing key messages to media outlets by sharing our partnership with Allrecipes including the Allstars and their recipes. We will also be informing grocery industry trade media about this promotion to let them know how we’re keeping mushroom top-of-mind among shoppers.

## **Consumer E-blasts**

The Mushroom Council will be creating an e-blast to kick-off the “Mix It Up with Mushrooms” contest, share The Blend benefits and recipes, as well as invite followers to vote for an Allstar’s recipe on Allrecipes.com. Following monthly e-blasts in June and July, we will continue to encourage consumers to vote for their favorite dishes.





# Digital Ads

- Allrecipes: 1x Titan Unit Promoting Contest
- Allrecipes: 1x Titan Unit Announcing Winner
- Allrecipes: AV Run of Food - Display advertising for The Mushroom Council across food sites (4/1-10/31)
  - MC creating seasonal ads (aligned with print creative) to run throughout duration of ad buy
    - 1 – The Blend
    - 2 – Contest CTA + Summer Recipes
    - 3 – Fall Recipes



# Print Ads

- AllRecipes Summer Issue (on sale 6/16)
  - **BRAND AD**
  - Editorial mention driving voting
  - Full-page MC branded promotion driving voting
- Allrecipes Fall Recipes Premium Publishing Title (on sale 8/18)
  - **BRAND AD**
- All Recipes Fall Issue (on sale 8/18)
  - **BRAND AD (A/B split)**
  - National Mushroom Month editorial mention
- Allrecipes Holiday Issue (on sale 10/20)
  - **BRAND AD**
  - ½ page editorial gatefold reveal unit

## Concept Layout Below (FPO):

We've shot custom photography (not pictured below) to ensure mushroom identity in our ads in addition to featuring impactful and trending recipes.





# How Can You Take Part?

- Beginning May 1, visit Allrecipes “Mix It Up with Mushrooms” contest page on [Allrecipes.com](https://www.allrecipes.com) to find, try and vote for your favorite blended recipe.
- Follow the Mushroom Council on Facebook, Instagram and Twitter and share the posts about blending and the campaign to your pages.







THANK  
YOU.

