



FOR IMMEDIATE RELEASE

Mushroom Council Joins Toppers Pizza in Promoting New ‘Wild Mushroom’ pizza

New LTO features portabella, shiitake and white button mushrooms

May 13, 2025 – What meat lovers’ pizza is to meat lovers, the *Wild Mushroom* pizza is to mushroom lovers. The Mushroom Council is celebrating the latest limited-time offering (LTO) from Toppers Pizza that puts fresh mushrooms front and center.

Now through July 6, Toppers Pizza is serving up its new *Wild Mushroom* pizza, featuring garlic sauce base, 100% Wisconsin mozzarella and a roasted blend of portabella, shiitake and white button mushrooms, topped with a sprinkle of Italian herbs.

Known for its bold recipes and high-quality ingredients, Toppers Pizza is embracing the growing appetite for specialty mushroom pizzas. According to the [2024 Slice of the Union](#) report, mushrooms are the second most popular pizza topping in the U.S., behind only pepperoni.

To promote the new all mushroom pie, Toppers – with support from the Mushroom Council – is encouraging guests to order a Wild Mushroom pizza to celebrate *Mushroom Monday*, or any day of the week. The pizza is available at participating Toppers Pizza locations nationwide, starting at just \$11.99.

“The Wild Mushroom pizza highlights what makes fresh mushrooms so special - rich flavor, hearty texture and a variety of unique types,” said Amy Wood, President and CEO of the Mushroom Council. “Toppers Pizza is showing how craveable mushrooms can be when they’re the star of the show. We appreciate their ongoing support of North American mushroom growers and their creativity in bringing this limited-time offering to life.”

To build excitement and drive trial, the Mushroom Council is supporting the promotion with social media influencer partnerships and targeted digital advertising in three key markets: Minneapolis,



Madison and Milwaukee. Influencers are sharing video visits to their local Toppers Pizza, showcasing the Wild Mushroom pizza and spotlighting the mushrooms featured in every slice.

“We are always looking for bold ways to delight our customers,” said Brian Brindza, Director of Culinary & Menu Innovation, Toppers Pizza. “With the Wild Mushroom pizza, we saw an opportunity to give pizza lovers something truly special - an indulgent, savory pie that shows off the craveable flavor of mushrooms in every bite.”

The Wild Mushroom pizza is available now for a limited time, while supplies last. Find your nearest Toppers Pizza location at www.toppers.com/locations.

About the Mushroom Council

The Mushroom Council is composed of fresh market producers and importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information, visit mushroomcouncil.com.

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