



THE  
MUSHROOM  
COUNCIL

## FOR IMMEDIATE RELEASE

### **Mushroom Council Partners with Domino's® in Support of Brand's "Best Deal Ever" Promotion**

*Limited Time Promotion Supported with "Secret Menu" Mushroom Pizza, Influencers, Social Media*

LEE'S SUMMIT, Mo., July 14, 2025 – Mushrooms, the most popular vegetable topping ordered by Domino's customers, have an exciting new opportunity to showcase their popularity on pizzas this summer. The Mushroom Council has partnered with Domino's in celebrating mushrooms during their "Best Deal Ever" promotion, offering any pizza with any toppings for the value price of \$9.99.

Starting July 7 and continuing through August 3, Domino's "Best Deal Ever" promotion is being collaboratively promoted by both organizations with mushroom-centric influencer activities and paid and earned social media amplification. The collaboration is expected to reach more than 100 million impressions across Facebook, Instagram, TikTok, YouTube Shorts, and Snapchat in July.

As part of the promotion, the innovative chefs at Domino's have developed a special "secret menu" pizza, an on-trend order hack that takes advantage of the value offered with the "Best Deal Ever" promotion. This new pizza build features Domino's Crunchy Thin Crust with alfredo sauce, spinach, feta, green peppers, onions, mushrooms, and Parmesan/Asiago cheese.



To promote this custom pie, Domino's – with support from the Mushroom Council – is encouraging customers to order this secret menu pizza on *Mushroom Monday* or any day of the week during the "Best Deal Ever" promotional period.

"The 'Best Deal Ever' promotion offers Domino's customers the opportunity to explore new craveable ways mushrooms can star on a pizza," said Amy Wood, president and CEO of the Mushroom Council. "We are grateful for Domino's longstanding partnership with North American mushroom growers and are excited to help add even more mushrooms to Domino's pizzas this summer."

"With mushrooms being our most popular veggie topping, we are proud to inspire Domino's customers with new ways to enjoy them this summer," said Carrie Ballew, Domino's vice president – chief procurement officer. "The 'Best Deal Ever' promotion allows us to do what we do best, which is offer customers delicious pizza at an unbeatable value. For everyday family meals or for large summer gatherings, now is a great time to take advantage of this deal and get creative in satisfying those mushroom pizza cravings."



### **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](https://mushroomcouncil.com).

### **About Domino's Pizza®**

Founded in 1960, Domino's Pizza is the largest pizza company in the world, with a significant business in both delivery and carryout. It ranks among the world's top public restaurant brands with a global enterprise of more than 21,300 stores in over 90 markets. Domino's had global retail sales of over \$19.2 billion in the trailing four quarters ended March 23, 2025. Its system is comprised of independent franchise owners who accounted for 99% of Domino's stores as of the end of the first quarter of 2025. In the U.S., Domino's generated more than 85% of U.S. retail sales in 2024 via digital channels and has developed many innovative ordering platforms.

Order – [dominos.com](https://dominos.com)

Company Info – [biz.dominos.com](https://biz.dominos.com)

Media Assets – [media.dominos.com](https://media.dominos.com)

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