

IT'S NOT MAGIC. IT'S MUSHROOMS.

New campaign. New Momentum for Mushrooms in 2026.

The Mushroom Council's new promotional campaign is designed to fuel growth for the mushroom category. With fresh creative, expanded media investment, and a targeted focus on Millennial and Gen Z shoppers, this campaign is built to convert today's light and medium mushroom buyers into frequent, loyal shoppers.

New Target Audience



Cultivating the next generation of mushroom shoppers

A-List Ambassador Program



Partnerships with high-profile creators to spark trial

Functional Focus



New nutrition content highlighting mushrooms and the MIND diet

Large Media Investment



Impactful media buy for ads across digital, social, and streaming platforms



Why Mushrooms?

Today's consumers seek foods that do more. Mushrooms deliver:

- ◆ Everyday versatility
- ◆ Flavor
- ◆ Functional benefits



Impact at Retail

The Mushroom Council is aligning national consumer marketing with retail activations to ensure the campaign drives sales at store level. Retailers can plug directly into this momentum through:

In-Store Signage and Merchandising

- ✦ Bring campaign to life at point of purchase

Digital and Social Assets

- ✦ Inspire during pre-trip and drive online purchases

Best Practice Guides

- ✦ Keep mushrooms fresh and appealing in-store

Shopper Data & Insights

- ✦ Use co- and cross-purchase data to help build bigger baskets
- ✦ Leverage sales patterns by type and size for smarter inventory planning



Align with the Mushroom Council

- ✦ Capture the attention of younger, high-potential shoppers
- ✦ Drive trial and repeat purchase with campaign-supported demand
- ✦ Differentiate your produce department with functional food messages
- ✦ Leverage the Council's unprecedented consumer marketing investment for local sales lift



**MUSHROOM
COUNCIL**

**Partner with the Mushroom Council and connect
with the next generation of mushroom shoppers.**

mushroomcouncil.org/retailers | info@mushroomcouncil.org

