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Matty Matheson Brings Big Flavor to Everyday Cooking for Mushroom Council's "It's Not Magic. It's Mushrooms." Campaign

The Emmy-winning chef headlines the commodity board's 2026 campaign to keep mushrooms on the mind as the ultimate no-fuss, flavor-packed staple.

LEE'S SUMMIT, Mo. (January 22, 2026) — Chef, entrepreneur Emmy Award-winning executive producer and television personality Matty Matheson will be the lead spokesperson for the Mushroom Council's 2026 consumer campaign, ["It's Not Magic. It's Mushrooms."](#) Known for his boisterous style and refreshingly practical approach to cooking, Matheson brings credibility with Gen Z and Millennial audiences that want food that's easy to make, tastes great and delivers more in every bite.

Launching this month, the campaign serves up high-impact ads, crave-worthy recipes and influencer storytelling to inspire more frequent mushroom cooking, from quick breakfasts and snacks to comforting, flavor-packed dinners that elevate everyday staples. Anchored by Matheson's bold, approachable style, the effort meets younger consumers where they discover food today. More than one-third of shoppers discover new produce online (FMI's Power of Produce 2025), which underscores how mushrooms and Matheson are a natural fit for Millennials and Gen Zs seeking big flavor, convenience and functional food that does more.





“Mushrooms are one of those ingredients that add magic to every dish they’re in,” Matheson said. “They have a simple way of taking meals to the next level without asking you to learn fancy techniques. You throw them in, the dish gets better and you keep moving. There are no tricks and no fuss, just great flavor. What’s not to love?”

As part of the collaboration, Matheson has created three recipes designed to inspire everyday mushroom cooking, including:

- Matty’s Crunchy Popcorn Mushrooms — Bite-sized, golden and packed with flavor, these crispy mushrooms are the snack you can’t stop eating. Perfectly seasoned, seriously crunchy and totally addictive.
- Matty’s Spicy Mushroom Noodles — Slurp, savor, repeat. This dish is loaded with spicy, umami-rich mushrooms for heat, depth and bold flavor in every bite. Launches 2/22/26.
- Matty’s Cheesy Mushroom Breakfast Burrito — Chili-spiked mushrooms bring big, savory flavor alongside cheesy beans, runny eggs and zippy green salsa, absolutely worth rolling out of bed for. Launches 3/8/26.

Each recipe is featured on an episode of Matheson’s YouTube show “[Cookin’ Somethin’](#),” showing how easy it is to incorporate mushrooms into everyday cooking, and elevating dishes to become more flavorful and satisfying.

“Matty doesn’t overcomplicate food, and neither do mushrooms,” said Amy Wood, president of the Mushroom Council. “His no-nonsense style mirrors the way people actually cook at home. Together, we’re showing that mushrooms aren’t a trend, but an easy, everyday ingredient that brings big flavor, fits seamlessly into real life and offers functional benefits about which people care. It’s about making meals feel satisfying, approachable and worth repeating.”

While flavor leads the way, the campaign also highlights mushrooms’ functional benefits – including their role in supporting cognitive health, helping connect flavor with feel-good nutrition in a way that resonates with the next generation of cooks.

Looking ahead, the campaign sets the tone for how the Mushroom Council will continue engaging the next generation of shoppers: through craveable food content, authentic voices and simple inspiration that makes mushrooms an easy, flavorful habit worth repeating.



For more information about the campaign, visit mushroomcouncil.com/itsnotmagic.

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.

About Matty Matheson

Internationally recognized chef and personality Matty Matheson has been breaking barriers since his cooking debut. His expansive career has brought many opportunities to the chef, restaurateur, three-time New York Times best-selling author (Matty Matheson: A Cookbook, Home Style Cookery and Soups, Salads, Sandwiches), executive producer and television personality. Matty's presence in culture has grown exponentially in recent years as he's developed a number of companies outside of the restaurants he operates across Canada and the United States; his home goods brand Matheson Cookware, his food product brand Matheson Food Company, his Ontario-based regenerative farm Blue Goose Farm and his role as an executive producer and actor in the hit TV show The Bear. Through these multifaceted ventures, Matty has brought his unique personality to the world in a variety of ways with many more to come. Most recently he partnered with Netflix for the release of season 3 of his beloved cooking and adventure show Just A Dash, which is available globally (along with seasons 1 and 2) on the platform now.

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