



**FOR IMMEDIATE RELEASE**

**MushroomCouncil.com Unveils New Brand Update to Captivate Millennial and Gen Z Consumers**

**LEE'S SUMMIT, Mo. (January 15, 2026)** — The Mushroom Council has launched the newly updated [MushroomCouncil.com](https://MushroomCouncil.com), designed to captivate the interest and meet the needs of its target audience: Millennial and Gen Z consumers. This strategic brand update aligns with the Council's new marketing platform, "It's Not Magic. It's Mushrooms.," reflecting the everyday convenience and functional nutrition benefits that mushrooms offer, attributes highly valued by younger generations.

Averaging 100,000 monthly views, [MushroomCouncil.com](https://MushroomCouncil.com) presents an on-trend, visually engaging and user-friendly experience, enhancing its role as a go-to resource for mushroom shoppers. The most frequented pages, including the [home page](#), an array of [recipes](#) led by the ever-popular Easy Mushroom Soup, as well as the comprehensive [Mushroom 101](#) section, have undergone eye-catching and interactive design upgrades to encourage visitors to explore the range of content on the website. The goal is to engage and educate consumers so it's even easier for them to seamlessly incorporate mushrooms into their daily diets.

Cristie Mather, Vice President of Marketing at the Mushroom Council, noted, "In reimagining our brand and campaign platform, our vision for MushroomCouncil.com was to create a digital experience that speaks directly to the lifestyle and preferences of Millennials and Gen Z. With 'It's Not Magic. It's Mushrooms.,' we highlight not only the culinary versatility and health benefits of mushrooms but also the ease with which they can be integrated into everyday meals. Our brand update is designed to resonate with these younger generations, making mushrooms a go-to choice for convenient meal options that help support their nutrition goals."

Visit [MushroomCouncil.com](https://MushroomCouncil.com) for a self-guided tour of the dynamic new website.

**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](http://mushroomcouncil.com).

# # #