



Contacts:

Eric Davis, 612-424-7545, eric@flmharvest.com

Heather Harter, 408-477-6528, heather@mushroomcouncil.org

Mushroom Council's New Ad Campaign Encourages Consumers to Remix Their Burger Recipes

On-Trend Digital Ads Will Reach Millions of Consumers on YouTube and Targeted Websites

Redwood Shores, CA (March 3, 2020) – This spring, the Mushroom Council® will use two turntables and a bunch of mushrooms to encourage home cooks to blend mushrooms with meat for their next burger.

The new “Remix Your Recipe” consumer ad campaign features [YouTube ads](#) with animated DJ turntables spinning burgers on the platters. Over pulsating electronic dance music (EDM), vocals declare “Ju-ju-ju-ju-just add ‘shrooms!” as criminis cascade down the screen. The ad closes with a call to action to visit the Mushroom Council’s site at Blenditarian.com, where a new campaign webpage – blenditarian.com/remix – guides followers to blended recipes and additional information.

“When it comes to The Blend™, our strategy to prioritize foodservice has been a success, as blended burgers are now fixtures on menus nationwide. This year, we’ve reached the point in our long-term strategy where we will shift our focus to direct-to-consumer marketing,” said Bart Minor, president of the Mushroom Council. “We wanted to kick it off with a bold, disruptive and targeted approach to earn consumer awareness and adoption.”



The Remix Your Recipe video ad airs through YouTube pre-roll, strategically targeting flexitarian consumers. Variations of the creative also will run as animated banner ads on targeted websites and sponsored posts on social channels.

“Whether it’s rock, R&B, country or pop, when a DJ remixes a tune, they make a song that’s already great even better, which is a great analogy for when a home cook blends meat with mushrooms,” Minor added. “We are eager to bring the benefits of The Blend to consumers with a fresh look.”

About The Mushroom Council:

The Mushroom Council is composed of fresh market producers or 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.

###