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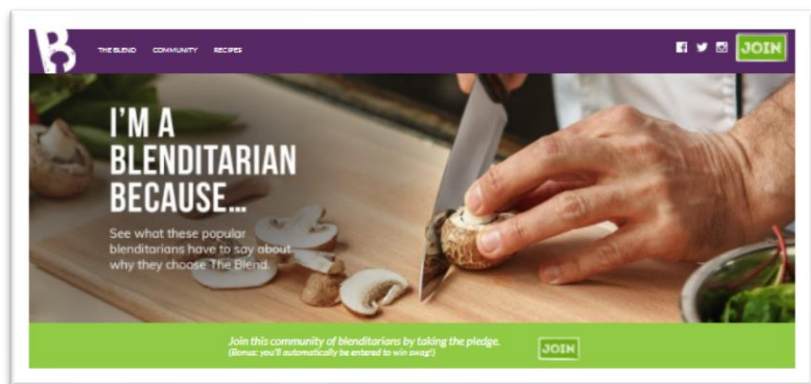
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The Mushroom Council’s “I’m a Blenditarian Because...” Campaign Gets to the Meat (and Mushrooms) of Why Cooks Blend

Redwood Shores, CA (Jan. 23, 2018) – Inquiring mushroom growers want to know: Why do you blend?

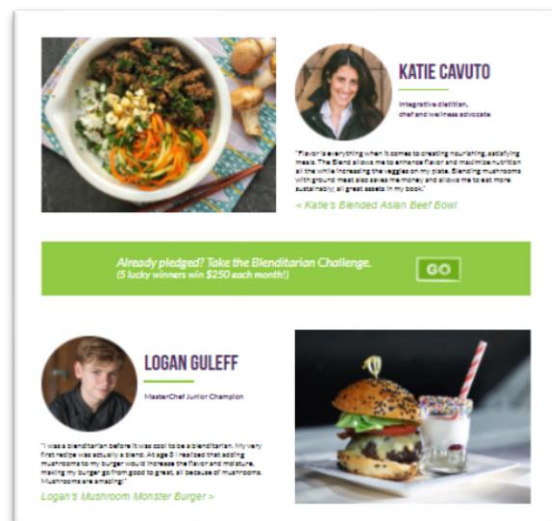
As the “blenditarian” movement continues to gain recognition as a top culinary trend, the Mushroom Council’s new [“I’m a Blenditarian Because...”](#) campaign turns to mushroom fans and influencers to share why and how they blend finely chopped mushrooms with meat.



As part of the initiative, each month in 2018, the council will spotlight a renowned culinary ambassador to answer the “I’m a Blenditarian Because...” statement with original videos, recipes, social posts and images reflecting their passion for blending. The content will be shared on Blenditarian.com, the council’s and its members’ social outlets and on the ambassadors’ digital channels.

“The Blend allows me to enhance flavor and maximize nutrition all the while increasing veggies on my plate,” said integrative dietitian, chef Katie Cavuto, a wellness advocate from [Nourish.Breathe.Thrive](#), and the first ambassador in the series. “Blending...also saves me money and allows me to eat more sustainably; all great assets in my book.”

Future ambassadors will be unveiled each month, and will feature chefs, nutritionists, menu developers and more.



In addition, the council will ask consumers why they are blenditarians with the [Blenditarian Challenge](#), a monthly sweepstakes encouraging consumers to share on social, via the #BlenditarianChallenge

hashtag, their take on a timely, seasonal blend recipe. [January's challenge spotlights "Healthy Classics,"](#) asking consumers to give a healthy spin to iconic dishes such as tacos, burgers and meatloaves. Future challenges will spotlight themes such as back to school, game day, brunch and holidays.

At the end of each monthly challenge, the Mushroom Council will select five random participants – who each will receive a \$250 gift card. At the end of the year, one randomly selected participant will win \$2,500 and a \$2,500 donation in her/his name to the non-profit food bank of her/his choice. The Council and its members will promote the campaign through its social and digital channels, and mushroom brands will spotlight it with on-pack promo stickers.

“With outlets such as [Today listing The Blend as top 2018 food trend](#), we now want to turn to home cooks and culinary influencers to tell *us* why The Blend is a healthy, flavorful and earth-friendly cooking practice,” said Bart Minor, president and chief executive officer for the Mushroom Council. “We look forward to discovering and sharing the hundreds of reasons, ideas and recipes we expect to collect throughout the year.”

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.org.

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