

READY, SET, GRILL!

From Memorial Day to Labor Day, the heat of the grill is on, and retail produce opportunities are sizzling. Here is your cheat sheet for spicing up summer promotions in the produce department.

HOT GRILLING IDEAS

- **Shake up summer entrées** – Savory portabella caps are perfect for a delicious, smoky burger. Customers can also grill sliced Portabella mushrooms and use them in favorite dishes such as salads, wraps, sandwiches or a light, summery pasta dish.
- **Try a grilling basket** – For smaller vegetables or more delicate varieties of fresh mushrooms, a grilling basket is a good choice. It keeps vegetables from slipping down the grates and allows you to get a fresh, off-the-grill taste.
- **Use a new marinade** – Mushrooms absorb spices, marinades and basting sauces just like meat. Try pairing marinated fresh mushrooms with “long veggies” like asparagus, corn on the cob and zucchini sliced lengthwise.
- **Sear some skewers** – This easy appetizer or entrée is a grilling favorite. For the best results, always put vegetables, such as fresh white button mushrooms, on the same skewer because cooking times for different varieties and sizes will vary.



PREPPING PRODUCE PROMOTIONS

Appeal to Americans' love for the grill with promotions celebrating cookouts during the summer holidays. Encourage shoppers to incorporate fresh mushrooms to add flavor, nutrition and flair to backyard meals. Here are a few tips you can implement to help boost produce sales:

- Entice healthy shoppers (who also happen to be hefty spenders) with in-store promotions that emphasize the benefits of mushrooms as a nutritious complement to summer meals or a weight friendly meat alternative.
- Include recipes, such as the Quick and Easy Barbecue Pork and Mushrooms recipe featured on the back of this tip sheet, alongside mushroom displays to offer new ways for consumers to think about cooking with fresh mushrooms.
- Set up a grill (or a grill basket) display including fresh mushrooms to spark the idea in consumers' minds as they shop for their next cookout. After all, mushrooms continue to remain a reliable, revenue generator for the produce department and grocery retailers. For example, the average shopping basket containing mushrooms is worth more than double the value of a shopping basket without mushrooms.
- Give customers confidence in their ability to have a successful cookout and set up an in-store demo using an indoor, electrically heated grill to showcase mushroom grilling techniques.

MORE ABOUT PROMOTING FRESH MUSHROOMS

When taking advantage of fresh mushroom promotions in general, there are a few “best practices” to follow:

- Discount mushrooms by more than 25% when on promotion.
- Promote packaged and bulk mushrooms together.
- *Do not* promote packaged whole and sliced mushrooms together at the same price point, since consumers will always choose sliced for convenience.
- Feature multiple mushroom varieties in the same advertisement.
- When promoting brown, specialty and dried mushrooms, include a white mushroom item in the same advertisement. White mushrooms remain the foundation for a strong category.



Quick & Easy Barbecue Pork and Mushrooms

QUICK & EASY BARBECUE PORK AND MUSHROOMS

Share this savory Barbecue Pork and Mushrooms recipe to keep your customers coming back to the produce department this summer.

Preparation Time: 5 minutes

Cooking Time: 45 minutes

Rest Time: 15 minutes

Serves: 4

Average cost per serving: \$2.90

- 1 whole pork tenderloin, trimmed (about 1 pound)
- 1 tablespoon barbeque sauce, honey-smoked
- 2 Portabella mushroom caps, sliced into 1/4 inch strips
- 1 tablespoon olive oil
- 1 tablespoon grill seasoning, mesquite

Pre-heat grill to 350°. Place pork on a large sheet of aluminum foil. Rub the barbecue sauce on the pork. Spread the mushroom strips around the pork and drizzle oil over the pork and mushrooms. Sprinkle the grill seasoning over the mushrooms.

Fold the sides and ends of the foil up and crimp to seal. Place pork packet on the grill, close cover. Let the pork cook 45 minutes, remove from the grill and let rest 15 minutes. Carefully unwrap the foil and remove the pork.

Cut into 4 sections. With 2 forks, shred the pork. Mix the shredded pork with some of the remaining juices from the foil to moisten.

Top with the mushrooms and serve.

Recipe courtesy of the Mushroom Council and mushroominfo.com

